

Dream Tags Advisory Board
Minutes for February 21, 2023

Attending: Advisory Board members Bill Bradley, Judi Caron, Chris MacKenzie, Shane Rogers, & Greg Smith; NDOW: Alan Jenne, Megan Manfredi, & Aaron Meier; CFNN staff: Lauren Renda

1. Bill Bradley called the meeting to order at 2:00 pm and welcomed everyone.
2. The agenda was reviewed and was approved unanimously.
3. Bill called for approval of the August 25, 2022 minutes. Chris MacKenzie moved to approve. Judi Caron seconded. Unanimous.
4. Lauren gave the fund balance report, sharing that there is a total of \$957,677 available to distribute.
5. Completed projects were reviewed and project evaluations were presented for the following projects: #64 TNC (Chris), #65 Ducks Unlimited (Bill), #74 NDOW (Bill), and #75 NDOW (Lauren for Tommy).
6. The Advisory Board discussed the promotion of future Dream Tags RFP cycles in light of receiving no applications for review for the Spring 2023 grant cycle. Chris noted that nonprofits are wary to apply due to the priority given to NDOW's fire rehab projects. Alan stated that proposals from NDOW for seeds and fire rehab are in process, but NDOW wasn't ready to submit for this cycle; they plan to submit proposals in the Fall anticipating a high-fire year.
7. Alan Jenne provided an update on Dream Tags sales and marketing and stated that they plan to continue the marketing campaign with goHunt and Epic Outdoors. \$20k will go to goHunt and \$6k will go to Epic Outdoors for marketing purposes; this will include spreading the word about the RFP cycles.

Judi asked about Dream Tags social media. Ashley Sanchez, Aaron Meier, and Chris Vasey are responsible from the NDOW side. Lauren shared that CFNN marketing is working with goHunt to increase social media presence. Judi asked for clarification on the ticket sales cycle timeline and requested that goHunt separate out the convenience fee from ticket sales in their next report. Additionally, it was suggested that there be coordinated announcements from GoHunt, NDOW, and CFNN that ticket sales have closed and that the draw is being conducted on June 30th at 11:59pm.
8. Dream Tags meeting calendar was reviewed, and several updates were made, including adding an update on ticket allotments at the next meeting.
9. Next Advisory Board meeting scheduled for Tuesday May 16, 2023 from 2pm-4pm, both in person at the NDOW office and via Zoom.
10. Other Business: Shane suggested that a goHunt representative attend all future Dream Tags Advisory Board meetings if available.
11. Meeting adjourned at 2:42 p.m.