

Dream Tags Advisory Board
Minutes for May 16, 2023

Attending: Advisory Board members Bill Bradley, Judi Caron, Chris MacKenzie, & Greg Smith; NDOW: Alan Jenne, Kailey Musso, Jordan Neubauer, Ashley Sanchez, Caleb McAdoo; CFNN staff: Lauren Renda; Guests: Brittany Trimble Moira Kolada, Omar Lopez, Mark Freese, and Mike Scott

1. Bill Bradley called the meeting to order at 2:02 pm and welcomed everyone.
2. The agenda was reviewed and was approved unanimously. This item is to be removed from future agendas.
3. Bill called for approval of the February 21, 2023 minutes. Chris MacKenzie moved to approve. Judi Caron seconded. Unanimous.
4. Lauren gave the fund balance report, sharing that there is a total of \$1,054,508.12 available to distribute.
5. Emergency project proposals were reviewed
 - a) #86 NDOW: FY24 Wildcat Fire Bitterbrush Planting Project, \$35,000, Brittany Trimble- Chris MacKenzie moved to approve for the full amount; Judi Caron seconded; unanimously approved. Judi assigned as project advisor.
 - b) #87 NDOW: 2023 Wildfire Habitat Restoration Projects and Treatment Effectiveness Monitoring, \$250,000, Mark Freese- Judi Caron moved to approve for the full amount; Chris MacKenzie seconded; unanimously approved. No project advisor assigned.
 - c) #88 NDOW: Walking Springs Project, \$50,000, Moira Kolada- Chris MacKenzie moved to approve for the full amount; Greg Smith seconded; unanimously approved. Chris assigned as project advisor.
 - d) #89 NDOW: Pole Canyon Easement Access, \$75,000, Madi Stout- Greg Smith moved to approve for the full amount; Chris MacKenzie seconded; unanimously approved. Bill assigned as project advisor.
 - e) #90 NDOW: Parrado Purchase, \$50,000, Madi Stout- Judi Caron moved to approve for the full amount; Greg Smith seconded; unanimously approved. Greg assigned as project advisor.
6. Completed projects were reviewed and project evaluations were presented for the following projects: #65 Ducks Unlimited (Bill), #74 NDOW (Bill), #80 NDOW (Bill), #81 NDOW (Judi), and #84 NDOW (Bill)
7. Omar Lopez provided an update on YTD ticket sales from goHUNT, stating that a total of 62,088 tickets have been sold so far. Sales are up 4% YTD when compared to last year; sales at the beginning of the month were slow but have picked up since then.
 - a) Antelope: Sold 4,560 units to 1,460 customers for \$26,220.00 in net sales.
 - b) Bear: Sold 1,096 units to 360 customers for \$6,302.00 in net sales.
 - c) California Bighorn Sheep: Sold 9,955 units to 2,096 customers for \$57,241.25 in net sales.
 - d) Desert Bighorn Sheep: Sold 15,243 units to 2,412 customers for \$87,647.25 in net sales.

- e) Elk Dream Tag: Sold 18,014 units to 2,840 customers for \$103,580.50 in net sales.
- f) Mule Deer: Sold 12,020 units to 2,504 customers for \$69,115.00 in net sales.
- g) Resource Enhancement Stamp: Sold 1,200 units to 861 customers for \$13,200.00 in net sales.

It was clarified that goHUNT runs the ads for the Dream Tags Facebook page but not the organic content. Lauren noted that content posts are done through combined efforts between CFNN and NDOW marketing.

- 8. Alan Jenne provided an update on tag allotments and NDOW marketing activities, noting that there were record-setting applications this year, but the overall number of tags available are lower. There has been increased activity as tag draws close; if people are rejected, they are looking for other tag opportunities. Alan also mentioned that participation in the final days of sales period increases significantly.

Alan mentioned that both bighorn sheep and black bear numbers were below the quota, so tags for these species likely won't be available next year. Mike Scott also noted that although female harvest limits are increasing fewer tags are being made available.

Ashley Sanchez provided an update on NDOW marketing, stating that they will do a marketing push on Monday 5/22 and in mid-June with a focus on wildfire rehab efforts. On June 30th, there will be a final push for ticket purchasing.

- 9. Lauren presented the option to move the grant application to CFNN's online portal, Foundant, so that grantees can apply and submit reports electronically, and so that Advisory Board members can also view these documents online. Chris MacKenzie moved to approve; Greg seconded; approved unanimously.
- 10. Next Advisory Board meeting scheduled for Thursday August 17, 2023 from 2pm-4pm, both in person at the NDOW office and via Zoom.
- 11. Other Business: none
- 12. Meeting adjourned at 3:03 p.m.