

Dream Tags Advisory Board
Minutes for May 16, 2024

Attending: Advisory Board members Bill Bradley, Judi Caron, and Chris MacKenzie; NDOW: Kailey Musso, Jordan Goshert, Alan Jenne, Mark Freese, & Mike Scott; CFNN staff: Lauren Renda

Absent: Shane Rogers & Greg Smith

1. Bill Bradley called the meeting to order at 2:02 pm and welcomed everyone.
2. The agenda was reviewed and was approved unanimously.
3. Bill Bradley called for approval of the August 17, 2023 minutes. Chris MacKenzie moved to approve. Judi Caron seconded. Unanimous.
4. Lauren Renda reviewed the status of the Advisory Board's reappointment letters. All are up-to-date, with one letter in process for Chris MacKenzie.
5. Completed projects were reviewed and project evaluations were presented for the following projects: **#82 Walker Basin Conservancy** (Chris MacKenzie), and **#98 Nevada FFA** (Lauren for Greg Smith)
6. Lauren and Bill provided an update on the purchase site error that was brought to the Board's attention by Judi. GoHUNT was quick to respond and fix the error with customers.
7. Lauren provided a brief update on Dream Tags sales and marketing efforts based on information received from Lane Colyer and Scott Christiansen at GoHUNT. Mike Scott spoke to the decline of CA Bighorn tags stating that it's due to several years of drought and disease issues. He also shared that there has also been a decline in the number of bear tags available due to a change by the Commission, which allowed for 42 tags this year due to an increase in the population. However, this will be difficult to increase due to social issues surrounding bear hunts.
8. Lauren shared an update on the activity on the Dream Tags website and Facebook page, including site engagement and content statistics.
9. Next Advisory Board meeting scheduled for Tuesday August 20, 2024 from 2pm-4pm, both in person at the NDOW office and via Zoom.
10. Other Business:
 - a) GoHUNT will be invited to attend the August meeting in order to present their 2024 Report which is due by August 1st.
 - b) Judi asked for an update on the fund balance and available to spend amount. Lauren reported that the current fund balance is \$625,757.85 with an available to spend amount of \$566,757.85.
11. Meeting adjourned at 2:30 p.m.