

Dream Tags Advisory Board
Minutes for August 20, 2024

Attending: Advisory Board members Bill Bradley, Judi Caron, Chris MacKenzie, Shane Rogers, Greg Smith, and Paul Young; NDOW: Brittany Allen, Mark Freese, Megan Manfredi, Aaron Meier, & Mike Scott; CFNN staff: Lauren Renda
Guests: Dan Grayson, Lisa Jersey, Nathan Jersey, Chris Cutshaw, Nora Richter, Scott Christiansen, and Clarice Wheeler.

1. Bill Bradley called the meeting to order at 2:10 pm and welcomed everyone.
2. The agenda was reviewed and was approved unanimously.
3. Bill Bradley called for approval of the May 16, 2024 minutes. Judi Caron moved to approve, with one change to item #3; Chris MacKenzie seconded. Unanimous.
4. Lauren Renda reported the current fund balance as of 8/14/24 as \$912,942.47; with the reserve of \$59,000, a total of \$853,942.47 was available to spend.
5. Fall 2024 applications were reviewed:
 - a) **#99 Second Chances:** Ducks Forever Program, \$8,800
 - i. Dan Grayson, Lisa Jersey and Nathan Jersey presented; the Board expressed concern with project development and experience, and recommended they seek funding from other sources that are more in-line with the project's mission. Bill Bradley moved to decline the project; Judi Caron seconded; approved unanimously.
 - b) **#100 UNR Foundation:** Improving Long-Term Sustainability of Sage Grouse Habitat, \$119,596
 - i. No one was present to answer questions about how to control subject groups and budget clarification questions. Chris MacKenzie moved to decline the proposal; Greg Smith seconded; approved unanimously.
 - c) **#101 UNR Foundation:** Responses of Mule Deer & Pronghorn to Habitat Improvement in Central Nevada, \$198,655- withdrawn by applicant.
 - d) **#102 NDOW:** Management Area 7 Fence Removal & Modification in Mule Deer Migration Corridors, \$30,000
 - i. Brittany Allen presented project. Judi Caron moved to approve the full amount; Paul Young seconded; approved unanimously. Bill Bradley assigned as project advisor.
 - e) **#103 Smith Valley Conservation District:** Smith Valley Drone Purchase, \$31,220
 - i. No one was present to answer questions, but Mark Freese was able to answer a few questions. Bill noted that they should reapply in the Spring and have someone present for questions. Chris MacKenzie moved to decline the project; Bill Bradley seconded; approved unanimously.
 - f) **#104 NDOW:** North Pequop Mountains & Murdock Mountain Habitat Enhancement, \$50,000
 - i. Brittany Allen presented; Judi Caron moved to approve the full amount; Chris MacKenzie seconded; approved unanimously. Bill Bradley assigned as project advisor.

- g) **#105 Friends of Nevada Wilderness:** Mormon Mountains Post-Fire Seedling Planting 2024, \$3,839
 - i. Christ Cutshaw, Nora Richter, and Clarice Wheeler presented. Chris MacKenzie moved to approve the full amount; Judi Caron seconded; approved unanimously. Judi assigned as project advisor.
- 6. Completed projects were reviewed and project evaluations were presented for the following projects: **#86 NDOW** (Judi Caron), and **#90 NDOW** (Greg Smith).
- 7. Lauren provided an update on the current draft of the Vendor Agreement Renewal. After some discussion, the Board agreed to set the minimum sales requirement at 65,000 tickets (up from 50,000 in the previous agreement), and agreed to make adjustments as needed, based on the number of species being offered year to year. This would also include possible changes to the marketing budget as it's deemed necessary. Judi moved to approve the updated Vendor Renewal Agreement; Chris MacKenzie seconded. Unanimous.
- 8. Scott Christiansen presented a draft report of the goHUNT 2024 sales cycle. He noted that traffic, orders, and sales were all down compared to 2023, with the lack of Bear and CA Bighorn tickets accounting for the difference. RES sales were also down, as has been the trend since it has become non mandatory to purchase Dream Tags tickets. Scott also mentioned that average ticket sales and maximum ticket sales are down, which could be due to inflation and economic stressors.

Scott will provide a finalized report to Lauren that she will share with the Dream Tags Advisory Board.
- 9. NDOW representatives gave a brief update on the 2025 Dream tags program, noting that the 2025 cycle will open on September 1st. Marketing efforts include adding an email capture pop-up to increase the current email list, affiliate posts, pre-season events, and an increase in paid marketing and creative ads.
- 10. Next Advisory Board meeting tentatively scheduled for Thursday December 5, 2024 at 2pm both in person at the NDOW office and via Zoom. Bill stated that this meeting may be canceled unless there are urgent items to address or emergency proposals to review.
- 11. Other Business- none
- 12. Meeting adjourned at 3:53 p.m.