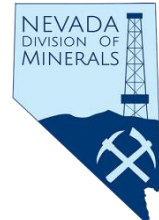




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Wednesday, December 15, 2021

1:00 P.M.

MINUTES

| Commissioners | Staff | Public |
|--------------------|--------------------|-----------------------------|
| Josh Nordquist | Mike Visher | Robert Ernaut, R&R Partners |
| Mary Korpi | Rob Ghiglieri | David Goldstein, Tovo Labs |
| Art Henderson | Sherrie Nuckolls | Drew McGregor, NvMA |
| Bob Felder | Sean Derby | |
| Nigel Bain | Garrett Wake | |
| Stephanie Hallinan | Becky Ely | |
| Randy Griffin | Anthony Walsh, DAG | |

CALL TO ORDER

1:03 PM

COMMENTS BY THE GENERAL PUBLIC

None

AGENDA

A. Approval of the Agenda

Motion to approve the agenda made by: Mary Korpi

Seconded by: Randy Griffin

Unanimously approved

II. MINUTES

A. Approval of the October 27, 2021, quarterly meeting minutes

Motion to approve the October 27, 2021 minutes made by: Stephanie Hallinan

Seconded by: Nigel Bain

Unanimously approved

III. NEW BUSINESS

A. AML Enhancement Options

At the October 27, 2021, Commission meeting, Commissioners asked NDOM staff to provide additional information regarding AML Enhancement option B) "Stay Out Stay Alive" digital marketing campaign and option C) "Stay Out Stay Alive" billboard advertisement campaign. Sean Derby introduced guest speakers, Drew McGregor with Nevada Mining Association and David Goldstein with Tovo Labs in New York City; Sean provided a PowerPoint presentation covering

digital marketing in practice with examples, a graph of the State of Nevada's vaccination outcomes for Nevada residents during a promotional and digital marketing outreach drive.

David Goldstein went over social and digital marketing in practice with key performance indicators of outreach, click-through-rate, engagements, and sales; the successful proof of campaign efficacy side of the presentation, including massive reach, superior data and targeted delivery, engagement and increase in sales as examples.

Sean Derby reiterated where we'll be starting from in terms of how do we gauge performance, is it because people aren't going into abandoned mine lands or is it because we're not having incidents? If you look at the numbers that we know like how many abandoned mine lands features get reported by the public, how often do we get call ins about concerns for vandalized sites, how often are people visiting the AML page and how often are people looking at our stay out stay alive video. All those things can be gauged on one hand annually, NDOM gets very limited interaction of what we have out there for the public to hold on to. Sean wants to re-focus our thinking about what success could look like with visibility and look at the numbers, count the numbers more than on two hands, he thinks that is how we can gauge success and beyond.

David Goldstein (Tovo Labs) then showed a sample reporting dashboard on a weekly and monthly basis, on what metrics we would get back. David explained a very fine-tuned idea of how the campaign is performing on a very granular basis so that it can be optimized as they go along. David explained how they used the live data captured to better target audiences between Twitter, Instagram, Facebook and Google, essentially within 4-5 days.

Josh Nordquist: Keys points to highlight, this is one of the reasons people are moving to this type of advertising campaigns is because it's more flexible, you can adapt to the audience that you're finding, and you're not locked in one round or another. You're not locked into a certain period of radio time or certain period of TV ads or monthly rates on billboards, you can adapt in days and move to different platforms.

Nigel Bain: Asked David about the ad impressions on the graph, is that based on an ad that popped up when someone was surfing?

David Goldstein: Yes, an impression is like an opportunity to see, we can tell if the ad popped up while you were looking at a certain page and either hadn't scrolled away or hadn't moved away.

Nigel Bain: Asked Sean and David where the best place to put the ads, like Facebook where someone searched for old mine tours or a phrase like that and an ad pops up?

Sean Derby: We'd be working with David, there are so many YouTube, Facebook, there's a whole culture of this and it's not even geology related. It's not even mining related; it's thrill seekers who want to see these things. I think there's an element of it on our side to identify what those words are, but David has the technology to identify these things in mass.

David Goldstein: We can target people who subscribe to these channels, people who are already searching for abandoned mines. But we can also say we want to target people who are searching for where they can find an abandoned mine. We can also say people from a geolocation basis are coming into these areas from out of town that might be tempted to do a touristy thing like visit an abandoned mine. So, any of their activity online that indicates an excellent target for this kind of advertising we can grab that.

Sean Derby explained the agency recommendations for item B) "Stay Out Stay Alive" digital marketing campaign with 2 Digital Strategies and 2 executions including timeframe and deliverables. He then explained the location targeting and cost elements for item C) "Stay Out Stay Alive" billboard advertisement campaign.

Drew McGregor: Thanked Sean for inviting him and talked about what the Nevada Mining Association is currently doing with advertising and what their plans are for 2022 with the possibility of partnering with NDOM to promote AML and other initiatives.

Nigel Bain: Going back to the dashboard with sample reporting, at the last meeting I was in the "red" of the gauge (for conversions), congratulations to you, David, and Drew. You've done everything I thought the Commission had asked for, thanks for doing all the work, you've got me in the green now.

Randy Griffin: I second that, Nigel.

Nigel Bain: Another comment, during my time in Winnemucca and working at Hycroft Mines, I was surprised at the number of California plates visiting the Black Rock desert with 4x4, racing dragsters, things like that I think we're definitely we've got to get a billboard on I-80 before Fernley, so you catch people from California.

Sean Derby: There is availability at the Wadsworth exit which is that first availability to turn off.

Josh Nordquist: Regarding the advertising campaigns, two biggest things we brought up is our interest level is impact and the number of views, how much exposure do we get out of people and the other important fact is presence. It's going to be very interesting no matter what path we take from here to see how things evolve as far as we measure the success of these advertising campaigns. I foresee involvement in a campaign where we get direct feedback and we're able to quantify impacts of these campaigns is going to draw a lot more attention and confidence in the success of those campaigns. A more traditional path would get much more limited feedback on what the real impact is. In general, I agree, this is a great presentation to help us better understand how this work and how successful they are today, it leads me to a question for David. With your experience with other companies and other campaigns, how do you see companies, organizations evolve once they start building a more online targeted campaign strategy? Do you see them dropping off the traditional methods a lot because they're getting direct quantitative feedback on how well things are going, or do you see a more universal approach now that they still hold?

David Goldstein: It depends on the client themselves. About 80% to 85% of the US population is online with access to broadband. Even with clients I think who must comply with that percent who aren't reachable and need to be reached with direct mail or TV, a lot of the more sophisticated clients will use their online methodology to test concept and approaches to optimize for the advertisements for the creative even for the offline world. It's just a phenomenal amount of data that's been created through these, so the sophisticated folks are investing more heavily even to learn before they jump offline for their purchase.

Josh Nordquist: Especially since a month's time you'll already have a feedback loop and making changes to optimize your approach in that short period.

David Goldstein: Even less.

Nigel Bain: What's our historical spend on AML advertising?

Rob Ghiglieri: Explained that in the past there has been very little spent on advertisements. The Division relied on getting into the classrooms and providing the information directly to the audience. But even before the pandemic, NDOM noticed that it was not as effective as the online options. This online platform is something that we've thought about for a while, and the initial investment will greatly benefit the data that we're going to acquire to see long term what we need to set aside for a good AML outreach campaign. There were billboards in the past, but it's been quite a few years since we've had billboards up.

Mike Visher: The billboard campaign was before my time, in the 1990's, and the last time we had any advertising was through PSAs, but we didn't pay for placement of those. We didn't have the budget to do that, so we were subject to the whims of the television companies and when they wanted to place it. We did get a little bit of exposure from news and on-site interviews to address the issue but with regards to money spent on advertisement, none to speak of.

Randy Griffin: \$120,000 is a lot of money, especially since we haven't been spending that much. One thing we might want to think about doing, would we have some way to figure how many people who are actually typing in abandoned mines or whatever phraseology we want to use? Let's say we're getting 3,000 hits a month, people looking for abandoned mines in Nevada, if we could narrow it down or maybe we couldn't. That way you would really have something really concrete to say yes there's a lot of people out there interested in abandoned mines in Nevada and those are the people we really want to reach through a digital method. The billboards certainly alert people, the only thing is, I'm going to use myself as an example, if I already decided and looked online for some abandoned mine and had all my equipment bought and ready to go, that billboard isn't going to stop me when I pass it on the highway.

David Goldstein: I think that's a great point and just so you all know in order to arrive at this budget we did some preliminary analysis over how many we think would fit into a strategic targeted population. We already looked into how many folks were searching for these things, how many people were on these channels, how many people match certain population demographics, and can also be considered within the area or likely to come within the area. That is one of the efficiencies that we'll have over time, we'll be able to drop to a broader group into a much more focused group.

Nigel Bain: I think some of the interest in the billboard, if an accident happens it makes front page news and it's really the audience, we want to have it known that the State of Nevada is interested in repairing and eliminating the hazards of abandoned mines. We want that knowledge out and the people who would never go near an abandoned mine. You're right, it maybe you're seeing data that says we can catch that group as well just by flashing something on a Facebook or Instagram feed.

Randy Griffin: Drew, would the Association have any interest or money they would want to do some sharing, with us, on any of this as far as digital point of view, would Tyre be open to something like that?

Nigel Bain: I'd second that motion.

Drew McGregor: I think it's something we can certainly look at; we would absolutely be interested in sharing that content that information on our own channels. I think it's something to we can expand on the association and the membership too. It's a nice thing about the NVMA is that something that fits within our budget there's always some mine operators out there, they have more access than we get but I think it's worth a conversation we can have, we're always happy to partner with NDOM.

Randy Griffin: Could you put that on an agenda with Tyre? The reason I say this is as an example, what if someone is killed in an abandoned gold mine, that really is a black eye against the whole industry no matter how old that mine is. So, they might have some interest in footing some of the bill for this. Like you said someone like Kinross or Nevada Gold Mines have a little money for that.

Art Henderson: I think some of the search words should be a little simpler than just abandoned mines, for example bats, caves or snakes things like that people search those things that kind of leads them to abandoned mines as well. I'm looking at the future when I'm driving my Apple car down I-80 I can pass a certain spot then these guys can pop up an ad that says abandoned mines are in this area be safe or something like that. I think there's a lot to go on in the future as well as the present.

David Goldstein: 100% agreed.

Josh Nordquist: A couple points of clarity that came up, Mike mentioned maybe the last real advertising came from a billboard campaign was between 20-30 years ago and really, we haven't been putting much into advertising other than recently producing videos and some other pieces of media we can use. We have the time to reinvigorate the advertising side of the AML program.

Randy Griffin: I would agree with Art on the words, maybe something like prospecting, we know people who would like to go to abandoned mines looking for their fortune.

Mary Korpi: I would comment as Nigel did, this is a great presentation and hits on some of the concerns that some of us had, so thanks again for pulling it together. I'm concerned and I don't want us to start too small then we're going to have to keep going back to this expanding. If we're going to do it lets jump in and do it because I think we're going to have to do it eventually. We've got more chance, listening to David, that if we start here, it may automatically just start to decrease based on the information we gather. I'm concerned if we start small, we're going to have to keep growing because we're going to have questions. I don't know if I'm interpreting that correctly or not but that's where I am right now.

David Goldstein: I want to reassure you that what we do when I say narrow, we narrow down kind of the best people to reach out to. When we identify those people, we actually expand based upon their characteristics, so our target is essentially the total addressable market. It's everybody who we think is the most likely to be amenable and accessible via these methods. This definitely is not going to narrow over time it's definitely going to expand and be more relevant for the people who are most susceptible to fall victim to these kinds of accidents.

Mary Korpi: Thanks David.

Art Henderson: We're fortunate now to have a budget to pay for this program but how sustainable do you think our budget is going forward that we can start something and continue it instead of just a onetime thing. I know it's hard to predict, we've been through the ups and downs of the budget but, Mike, what is your idea here? If we start this year, do we think we can sustain it for several years to come?

Mike Visher: Yes, Art, I think there's an opportunity for us to spend and invest so that we can be more targeted on our messaging and on our approach to the right communities. I think they'll be efficiencies going forward. It may not be as expensive because we'll know more about the communities that we're trying to hit and what the impacts are. We'll have that feedback, so that we know what the successes are. Right now, we're seeing more mining claims than we forecast

even since the last time I put the forecast in front of you, and I don't see that changing over the next year or two, beyond that who knows. I would expect that this is something that we're likely to see success on and it's something we'll want to continue but probably not quite at this level. It's going to depend on what we see from this. We have to dip our toe in the water to figure out what works and then from that we'll know what costs are and what gives us the biggest bang for our buck.

Sean Derby: If I could just comment, once we develop the content and implement the strategy, if we did all of this and spent the money this year and wanted to use that same content to do a campaign, we could do that at a fraction of the cost that's going to cost us here with the upfront work of the production and getting your platform off the ground, is that right David?

David Goldstein: Yes, that's correct.

Sean Derby: So, it would be much more affordable in the future including the fact that we have more knowledge on how to use it.

Bob Felder: This has been very interesting just to listen to all this. Sean, great job pulling the outside input from David and Drew, it's been very useful. I think we should jump in, the feedback that we get over the first one, two, three months is going to help drive what we want to keep doing in the future, but I do think it's a really good thing to be doing. Back to the comment about the keyword search I'm not sure who will make the decisions on what keywords are going to be pertinent to this, but I want to caution that we shouldn't go too wide. I think it's really good and I think it's going to be really interesting to see what we get out of it. The big challenge that I still see, which we've already talked about, is we're going to get plenty of feedback on impressions and hits but at the end of the day the safety aspect of this is going to be hard to gauge. I still think we need to do it; I think it's the right thing for the State to take on and like we do with everything else we'll be nimble about how we need to change it in the future and whether we think it's working or not, so I think it's all good.

Sean Derby: Bob, I think in the annual report this year I'm going to try to outline what kind of interaction we're getting from the public. How many people called in with reports about vandalized or new sites and a number of those things so we can gage that. I don't want to have an AML incident during my career here at all and that's partly why I'm doing this. So, we'll keep tracking those things when we make this leap from analog to digital so hopefully, we can see that.

Bob Felder: I think one aspect the people that go out on weekend adventuring on their all-terrain vehicles and their pickup trucks, is they may or may not be looking for old prospects or abandoned mines, they may just be looking for cool places to go 4-wheeling and they happen to come across them. I think that crowd may not ever get touched by digital marketing campaign and I don't think we can do anything about that they're just looking for cool off-road trails to go weekendng. Maybe that part of the keyword search can include stuff like that, good off-roading. It's hard because there's a universe of possibilities out there.

Sean Derby: I think some of that could get captured by the geolocation element, David can you comment on that? We definitely have areas where people are heading out to do these things, they might just interact with AML features, part of this is geolocation right?

David Goldstein: Yes, a huge part of it is and on top of that Google is very aggressive about surfacing other keywords that they think you should take a look at based upon the criteria that you already entered. So once we put in caves, prospecting, abandoned, Google will auto generate a list of other words based also upon geolocation targeting that we've been doing. It will help us all the more to make sure we're covering as many bases as possible. That just makes business sense for Google but then also helps us increase our efficiency in the power to reach folks exactly when we need to be reaching them

Nigel Bain: That may pick up another audience. For example, an area partway between Lovelock and the intersection with highway US 95 that's up on the hill side. There's probably 50 to 100 trucks and trailers out there every weekend all carrying ATVs getting away from wherever they're from. So, Google picking up those geo stats would show up because there's a lot of people involved in those.

Bob Felder: Something else comes to mind, I don't know much about this but there's an activity called geocaching that a lot of people take part in. I think there's a lot of website content and information online about this, but people go out in their vehicles, and they go out to find certain things it's a day where they can reach all the points. I'm not sure what it's all about but these people out driving these roads as well and they come in contact with abandoned mine lands so whatever we do might overlap with that.

David Goldstein: Yes, I wouldn't be at all surprised if it happened.

Bob Felder: I've never Googled geocaching but I'm sure there's something there because it's so popular.

Rob Ghiglieri: There actually has been instances where there was geocaching in abandoned mines. Some of those sites have been found where the BLM has worked to remove them by contacting the geocaching community.

Stephanie Hallinan: I think this is very exciting and I think it's the way to move forward, we will learn a whole lot and then as Mary pointed out and Bob and a few others that we definitely have our platform to move forward. I think it's also a good idea to coordinate with Nevada Mining Association, encourage links on their site about abandoned mine lands, maybe something as simple as that and start connecting the dots that way and we might reach a larger audience that way. All good things.

Nigel Bain: I'll make a motion to proceed with Digital Strategy 1 to start with.

Josh Nordquist: You're suggesting, Nigel, to focus on Digital Strategy 1?

Nigel Bain: Yes. Question for Sean, what are you asking for?

Sean Derby: I'm recommending we go with Digital Strategy 2 and Execution at \$120,000. I think this is the best for us to look at this whole picture and get the most out of this first investment and then parse it down and be able to reimplement this, because as Mary pointed out we don't reach as many groups with Digital strategy 1.

Motion to fund Digital Strategy 2 Execution 2 for \$120,000 and keep track of monies spent made by: Nigel Bain

Seconded by: Randy Griffin with the provision that we coordinate this with NVMA and see what they're willing to do.

Josh Nordquist: We have a motion and a second for approving Strategy 2 Execution 2 with some conditions, let's move on to some discussion points and clarify them a little better.

Nigel Bain: We can make a comment to Drew, if he can take the request to Tyre to fund some of it because we are tied at the hip on this, it will be bad for the State and industry if someone is killed at an abandoned mine.

Randy Griffin: I would agree, Stephanie had a great idea that NVMA add a link on their website for abandoned mines or whatever we decide to do.

Sean Derby: I can approach Drew about doing that, I'm sure they would be happy to post a link to the video and hopefully our page. Travel Nevada hosts a live link for us too.

Drew McGregor: I'd be happy to do that and make sure there's information about that via website and social media. There are certainly opportunities to partner with a number of operators here in the state to launch a statewide campaign. Maybe there's a day or week where different operators or major suppliers share that content too just to drive awareness.

Mary Korpi: I think we need to clarify are we willing to do the \$120K now or are we adding the stipulations on that or saying we're not? I think it's going to be hard to go forward not knowing what we're committing to, are we willing to do the \$120K, even though we'll go out and ask for assistance to cut some of those costs. We need to make sure for Mike and the staff when they go out and put this scope together are we committing? I think we should commit, if we get support from others along the way terrific but at this point are we willing to do the \$120K?

Josh Nordquist: I think it's a very good point, Mary, I'll summarize the 2 conditions presented. Condition 1 is a reporting condition so that as the funds are being spent or as the activities are moving that we have a feedback loop from the Division on how things are going and determining that they're successful so that we see that the decisions are being made all along the way that make sense and in line with seeing success and not the opposite. Condition 2 was outreach for other interest to potentially help with the costs, that one's a little more loaded because the question as well are we putting a condition down that says if we don't receive some help or assistance to a certain level that we don't move forward or what does that mean? Or do we reach out and look for interest in hopes that we get some? But the strategy is to move forward with the project with or without help. These are the two points that we need to focus on in this discussion so we can clarify the motion on the table.

Nigel Bain: I support what you and Mary are saying that we go ahead with the program as presented for \$120K but seek other funding but be willing to spend the full \$120K if we can't get some help.

Randy Griffin: I agree with Nigel.

Josh Nordquist: Sean, thinking on the reporting side, let's say we vote today, and things are approved what's an appropriate reporting time to check back? I know you have some time you need for producing the new media to be used what would you present as a good way of reporting back to us on how things are going? Schedule I should say.

Sean Derby: I would say that we would give them their 6-week time period just to develop the content that we're proposing that this newly developed content imagery, the cartoon work, and then look at what's going to be put out there and have them either come back and talk to us about what that first week's going to look like. I can see that having a meeting after the content gets done then looking at the launch right after that 6-week period, that would be a good time to come back and look at what the dashboard is going to be delivering and all that.

Josh Nordquist: Thinking about that schedule which puts us, with the holidays coming, sometime in February I'd say.

Rob Ghiglieri: Real quick, before we can even move forward with that, this contract is going to be over \$50K. This is going to have to go out for bid and any process through that is going to go through State Purchasing because it's over the amount that we're allowed to handle inside of agency. That's going to add a minimum of 3 months before we even get to the point where we can have a selected vendor to do this type of work.

Josh Nordquist: Ok, is that a surprise to Sean or anyone else in the program here? Just to make we're all on the same page.

Sean Derby: No and I've forgotten that point but it's something we go through all the time.

Josh Nordquist: Proposed that as once the digital media is developed and NDOM is able to put together the plan for the roll out, would that be an appropriate time to discuss with the Commission? It seems like that would be a milestone in the production of the strategy before its it's been developed and ready to go public.

Sean Derby: Yes, I think so. The process of getting through RFP I'll have to keep in close touch with Rob, that is the moment where we should be checking in.

Josh Nordquist: Just thinking appropriate wise when this milestone is achieved, it's going to be months into next year, at that point and time before we hit go and it goes public that it's presented to the Commission.

Sean Derby: Ok.

Josh Nordquist: Does that seem reasonable Commissioners? Anyone disagree?

Mary Korpi: Sounds good.

Bob Felder: Sounds good.

Josh Nordquist: I don't know that it's worth discussing the milestones after that point because we can bring it up at that time to review where we'd like to see feedback for things to roll out to the public. On the 2nd condition, the outreach we potentially agreed upon was an effort to reach out and make sure we touch base with the other major organizations like the NVMA for any interest to be involved here so I think that can be lightly tasked to someone to do that and be able to provide feedback.

Nigel Bain: Randy, you're still on the board, right?

Randy Griffin: No, I'm not. I think Stephanie is.

Josh Nordquist: Is it reasonable to ask Stephanie or should it come from Sean or Mike from the Division.

Mike Visher: I think it's more appropriate for it to come from me, so I'll have that conversation with Tyre.

Josh Nordquist: I think if the Association has any questions, they can lean on Stephanie to help get them answered as well. Josh proceeded to review the motion and the conditions that were just discussed

Revised motion to move forward with Digital Strategy 2 Execution 2 for \$120K with 2 conditions, 1)before the advertising campaign goes public and all the media has been completed that both the media and the release plan will be presented at a Commission meeting at the appropriate time, and 2) Mike Visher will reach out to major mining organizations for potential interest to be involved with this program as well.

Unanimously approved

Art Henderson: Regarding AML Enhancement Item C, are we discounting that completely, not putting into use any billboards on I-80 or anything like that?

Josh Nordquist: I think that's what we should discuss that next.

Art Henderson: Ok.

Josh Nordquist: Let's spend a few minutes on this again and determine where we want to go. Sean, the total amount for this budget was revised from the October meeting initially presented potentially up to \$50K and with more detail you summarized it down to \$30K at this point for a 4-month program with catching all the major corridors in the State.

Sean Derby: That's correct.

Art Henderson: If we have the money to do this, I like the ideas from all the Commissioners have said, it gives us some exposure, so if we have the money Mike can probably tell us that but I'm in favor of item C as well.

Mike Visher: Yes, we do have sufficient funding for \$30K annually in support of this project.

Josh Nordquist: To reiterate as was stated this hasn't been done in 20 years or more it will be an impactful change as it would be signage that has not been seen in a long time.

Art Henderson: I like the idea of spring and summer I think that's the best time, I don't think a lot of people are heading out there now in the middle of winter, Sean do you agree with that?

Sean Derby: Yes, we go all year-round, but the most visitation we see is in the late spring. This might be different for Beatty though, being the Gateway to Death Valley, we can discuss that with David after our launch maybe in a year or two and get real information about who's going up there and how to target billboards. In the meantime, I agree late spring early summer months are the time to do it.

Art Henderson: I think I would be proud to see a billboard on the highway that tries to protect the public from those thrill seekers and things like that, I think it would be a big statement.

Mary Korpi: And this one you won't have to go out for bid, right? Because it's under the \$50K?

Mike Visher: That's correct, we'll have to approach at least 3 potential vendors, but we can do that ourselves.

Josh Nordquist: The media that we have used, you have an example picture in your presentation, is that what your focused on for the media to be used here or do you see any other action maybe that's going to be produced?

Sean Derby: I'd like to use the new developed content. That's one of the benefits of doing this level of work and the level of production that the group that we end up working with is getting those striking images up and in front of people. The current sign we have is great, but if we're already paying for the new product, we should apply it to these signs. If the timeframes don't work out to use the new images, we have existing content I'm happy to work in house to come up with something.

Josh Nordquist: So, thinking budget years and what we discussed, it's likely if we wanted to use the newly developed material that we wouldn't make it for the prime season next year and it puts us in a different budget year if I'm seeing that right.

Mike Visher: What I think would be easiest for us is if we try and get something done in this current fiscal year. We're starting our budgeting process in February next year for FY24 and FY25 so it's not too early to think about how we're going to be doing that. Let's see what we can do for content, but it would be nice to get something started even if we don't spend all \$30K.

Art Henderson: Sean, on these billboards is there some way that you could put a message where people could go to additional sites? I don't know, a QR code going 80 miles an hour might be hard to do but something similar that on a billboard you can read and go to digital content, then maybe you pick them up from our other program.

Sean Derby: Yes, I think one thing we haven't done yet is put our web address on there so that's a start but also put links to other partners like NVMA.

Art Henderson: So, they can get more information than just seeing the sign.

Sean Derby: Exactly.

Mike Visher: SOSA.com is available.

Josh Nordquist: In light of our previous conversations, if we decide to move forward with this and as we develop the media for clarity to assume to take an effort to share with the Commission for any comment before it actually goes into production. I don't know if it necessarily needs to be at a meeting at least it can be shared and reviewed, it's always good to have a second set of eyes for any random spelling errors.

Bob Felder: If we don't have new content are we going to use existing content for billboards this spring/summer or are we going to use old content until we have new content?

Mike Visher: Yes, I think so.

Art Henderson: I would support that.

Josh Nordquist: I would say current content, it's not old content yet.

Bob Felder: Also, I think it's worth mentioning I'm sure the people that study these things know but when you're driving down the highway at 80 miles per hour, like Art mentioned, you may have a 10 second view so the message must get delivered very quickly and if there's website addresses I'm not sure that's going to be effective. We want to make sure we're delivering an instantaneous message rather than too much detail.

Motion to approve Item C for implementation in FY21, \$30K made by: Art Henderson

Seconded by: Mary Korpi

Josh Nordquist: I'd like to add that once the media is ready and drafted that it be shared with the Commission for final comment.

Unanimously approved

Josh Nordquist: I think this is a huge step forward and how we're advertising the AML program, it can only have positive impact with it since we've gone from very little to a significant change to that strategy. Thanks again Sean, Mike and the whole team that's worked on this and for putting this information together and presenting it.

Mike Visher: Thank you for your support, I wholeheartedly agree Josh, it's going to be interesting to see the fruits of this work as we embark on something as big and bold as this.

COMMENTS BY THE GENERAL PUBLIC

None

ADJOURNMENT

2:41p.m.