

# SLDogPAC Board Meeting Minutes 7/30/2012

## 1. DISCUSSION OF JUNE MINUTES

- A. Clarification/correction of June Minutes:
  - i. Discussion/proposal for long-term goal to request tax exempt status written to the State of Illinois.
  - ii. Kirsten Agnello-Dean and Elizabeth Tyson were officially voted in as SLDogPAC board members.
- C. Approval of June SLDogPAC board meeting minutes.

## 2. TREASURERS REPORT

- A. Funds available, t-shirt sales and t-shirt inventory status reported including:
  - i. Checking, savings and cash balances
  - ii. Total t-shirt purchases
  - iii. T-shirt disbursements
  - iv. T-shirt inventory
- B. New protocol needed for t-shirt accounting and inventory record. This protocol includes a system for accurate recording of contact information and new membership purchases i.e. funds, contact info. steps and responsibility.
  - i. Record all t-shirt sales and membership t-shirt disbursements as entries into Mail Chimp notes and need for separate t-shirt sales tracking spreadsheet to record memberships and requested t-shirts.
  - ii. Agreed that Elizabeth Tyson will create a new spreadsheet format to record t-shirt sales and accounting information for new members in a "Primary T-Shirt Information Spreadsheet".
- C. Quickbooks inventory of t-shirts and other transactions
  - i. Quickbooks tutorial to be scheduled.
- D. Reimbursements for SLDogPAC events expenses approved.

## 3. BUSINESS CARDS USE, DESIGN IMPROVEMENTS

- A. Need for new design and text improvements using same format with focus on balancing information about SLDogPAC promotion and education.
  - i. Change font
  - ii. Change content
  - iii. Add SLDogPAC email address
  - iv. Most important point to add: SLDogPAC is all volunteer and the Chicago Park District does not take care of maintenance and improvements, the SLDogPAC does.

## 4. OLD BUSINESS: DOG ETIQUETTE POSTERS

- A. 16" x 20" (x2) to print, laminate and post on South Loop DFA fence entrances
  - i. Short-term goal to introduce dog etiquette information.
  - ii. Long-term vision to have "cool" graphics about dog etiquette for kids.
  - iii. Content (?) TBA

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### (4. OLD BUSINESS: DOG ETIQUETTE POSTERS Continued)

- iv. Presentation (?) TBA. Need for more discussion re: how to present? where to present?

### 5. COLISEUM PARK DFA UPDATE

- A. Meeting with Alderman Dowell to discuss expansion and improvements including (Pam Focia and Elizabeth Tyson attended as SLDogPAC representatives).
  - i. Expansion of width moving east and creating a shrubbery berm/barrier between children's play area and DFA.
  - ii. New turf and canine grass.
  - iii. Repair and re-build of drinking fountain and drainage system.
  - iv. New gate system.
  - v. Repair and improvement of children's play area.
  - vi. TIF funds will be allocated, per Alderman Dowell, to make improvements and repairs
  - vii. Before going forward, Alderman Dowell must schedule a meeting with the Chicago Park District to discuss fund procurement.
  - viii. Additional need for community meeting to discuss Coliseum Park improvements with residents of the South Loop before moving forward with Coliseum Park improvements date (TBA).
- B. Discussion of a member's suggestion that SLDogPAC create a campaign to sell commemorative bricks as a fundraiser for Coliseum Park DFA improvements. This discussion included necessary campaign organization and strategy protocol. However, Alderman Dowell has committed TIF funds for Coliseum Park improvements (please see (5A) discussed above).
- C. More follow-up information needed to report the progress of the Coliseum Park improvements.

### 6. MEMBERSHIP

- A. 51 members as of 7.30.12; 'Welcome member' emails have been sent to all but 2.
- B. Discussion of low-cost 'membership'/levels changes. \*Note: any changes are or 2013+.
  - Proposed:
    - i. \$150 for business members status
    - ii. \$50 for household members status including 2 t-shirts
    - iii. \$20 for supporters/supporting members status
- C. Membership processing/accounting protocol (i.e. steps and responsibility)
  - i. Entering new contacts and members in Mail Chimp.
    - (a) Important to remember to designate these entries into "groups" for purposes of emailing letters to contacts and "welcome" letters to new members.

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### **(6. MEMBERSHIP Continued)**

#### **D. PUBLICITY**

- i. Need for more people to canvass the neighborhood and speak to dog owners, add contacts, encourage membership and participation.
- ii. Need to create a 'script' when canvassing and talking to dog-owners about the SLDogPAC.
- iii. Discussion of designing and printing a membership packet with postcards and publicity about the SLDogPAC and what information should be included in this packet.

### **7. 16th & WABASH PARK UPDATE**

- A. CPD meeting planning.
- B. Meeting scheduled with Park District Project Manager Michael Lange on August 9th to discuss the Fred Anderson/16th & Wabash Park plans and how they are developing with possible opportunity to discuss DFA suggestions.

### **8. SOUTH LOOP SLDogPAC BLOG**

- A. Blog entries (Jill Aronson's posts) are being set up for 1 per week.
- B. Plans for future post of SLDogPAC dog owner's 'Dog-of-the-week'
- C. South Loop vet reports blog posts discussed.

### **9. FETCH!**

- A. Need to get Fetch! out on a regular, monthly basis (the first week of each month).
- B. Propose highlighting business memberships ('welcome new.....')
- C. Kirsten Agnello-Dean volunteered to write/publish Fetch! publication and focus in August is welcoming new business members (8 total) and order in which business members should appear.

### **10. AUGUST DFA CLEAN-UP**

- A. Scheduled for 8/25 to clean both the Grant Bark Park and Coliseum Park.
- B. Discussion of need to disinfect parks with power washer and bleach requiring.

### **11. Alliance for a Greener South Loop Proposal**

- A. Discussion of proposed Alliance +SLDogPAC collaboration for "Pee Here, Not There" campaign.
  - i. Agreed that SLDogPAC would support the Greener South Loop Alliance plant friendly campaign to enlist dog owners to respect and support South Loop areas maintained as plant friendly.

### **12. FALL MEMBERSHIP MEETING DISCUSSION**

- A. Decided that the membership meeting will be held at the Chicago Police Department on State & 17th during the week of October 8th.
- B. Discussion of a Halloween event w/dog owners and dogs to be planned by Kirsten Agnello-Dean.

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### 13. SOCIETY CAFE EVENT DISCUSSION

- A. September monthly membership and information table at Society Cafe tentatively scheduled for a Sunday in September (possibly 9/9). The cafe owner should be contacted to confirm plans and discuss details.

### 14. ADDITIONAL SLDogPAC BOARD SUGGESTIONS AND DISCUSSION RE: COMMUNITY PARTICIPATION AND PUBLICITY

- A. Suggestion that SLDogPAC board members attend the Prairie District Neighborhood Alliance meetings in the future.
- B. Discussion of future design of a poster to promote the SLDogPAC benefits to all South Loop dog owners, not only those who use the DFA's. Poster to include:
  - i. Promotion of dog etiquette and responsibility.
  - ii. How DFA's help build safety and community for dog owners and non-dog owners alike.

15. Jill Aronson officially resigned from the SLDogPAC board. However, she wants to be involved as much as possible as a member. We wish her all the best and thank her for all her participation and for contributing her writing on the SLDogPAC blog.

16. **Next SLDogPAC Board Meeting:** Monday, August 20th

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\*Please Note

#### **SCHEDULED DATES OF UPCOMING AUGUST SLDogPAC COMMUNITY EVENTS:**

1. **Sunday, August 12 from 9-3:** Monthly SLDogPAC membership and information event and t-shirt sale at Grant Bark Park. Board members to work in 2 shifts from 9-12 and 12-3.
2. **Sunday, August 25:** Summer DFA Clean-up for Grant Bark Park and Coliseum Park: all day (details and equipment needed to be discussed at a later time).