

SLDogPAC board meeting

6.6.14 – meeting by phone

Present: Doug Freymann, Pamela Focia, Erin Russell

Minutes

1. Board Business

- *Treasurer's Report*

SLDogPAC balance sheet as of 6/6/14: \$6137.99 in Savings (Metrobank), \$1225.89 in Checking (Metrobank), \$569.41 at Paypal, and \$437.17 in Cashbox/Assets (e.g. T-shirts to be sold); total: \$8370.46. Expenditures are pretty much as expected (based on 2013 budget). Memberships are lagging last year's, but the situation should improve with an upcoming membership 'push' on social media/Fetch.

- *Status of FOIA request re 235WVB funding*

Doug reported that he does not have complete information in response to the FOIA request submitted to the Department of Housing & Economic Development on 1/23/14, and will follow up on this.

2. Summer Events

- *Meet-Ups*

Nothing planned yet, but people are asking for this. Suggestion that we organize a meetup 'at the park'. Erin suggests holding such events in the late afternoon (e.g. 4–6pm). Needs to be organized, but consensus is this is a good idea.

- *Clean-Ups*

Puptown was offered as an example that we should follow: to schedule mini-cleanups so that a poster with the complete schedule can be posted, and adhered to!, over the summer. Erin agreed to put together a list of dates for mini-cleanups for approval and posting.

3. Poop Bag Status

- *Regular orders*

Concerns raised about running out of poo bags once in a while. Pam suggested that we setup a regular ordering schedule. 235WVB has indicated that it might be willing to support purchasing bags for use at d'Angelo DFA. Discussion of how to handle this – perhaps consider 235WVB as a 'sponsoring member'. A number of other businesses have contacted us about supporting poo bag purchase, so this needs to be followed up on. One issue: we would like to post acknowledgement of purchases like this, but CPD policy is not to advertise in the parks (recently changing however).

- *Usage audit*

Doug suggested we carry out a review of bag usage at each of the dog parks using the twitter reports we've posted after the dispensers are filled. d'Angelo DFA, for example, uses a ton of bags, while GBP seems to use fewer than its size would suggest it needs. Can we get quantitative about this? Report at next meeting.

4. Facebook/Website Content

- *More content about 'us'.*

Discussion of the role of our social media presence, and whether too much emphasis is being given to other groups / dog issues in the area, rather than on promoting involvement and \$\$ support for SLDogPAC. Also, Erin reports that 'nobody understands the role of SLDogPAC' at the parks. Indeed. This has been an ongoing problem 'from the beginning' (ie. at least 6-7 years+); we haven't solved it yet.

5. Donations

- *Accessibility*

Are opportunities to donate being made available? Can we simplify donation options, bypassing 'Membership'? E.g. facilitating donations with a link with something like 'donate \$10 to help your park'. Or, tying in with some smartphone-based system so that people could donate a few bucks 'on the go'. We have a 'donate' button and page on our website already. Optimizing all this is worth looking into.

6. Bulletin Board Maintenance

- *Improving content*

Can we get some more eye-catching content in our bulletin boards? Again, Puptown can be held up as an example for posting simple, large, interesting graphics. The boards need to be 'refreshed' this summer (e.g. replace the faded fabric at GBP, add fabric at the other boards). Some thought needs to be given to this; return to at next meeting.

- *Emphasizing support \$\$*

Idea that we should put flyers in the boards saying something like 'Your \$10 buys this many poo bags', or 'Help us buy a power washer'. To be done. Post a t-shirt?

7. Power Washer

- *Purchase*

SLDogPAC agreed to purchase a power washer last year. The only issue is how to store it. A possible volunteer has been identified, but the issue still has to be resolved (and long-term planning addressed). Purchase this summer so that it's available before the next park cleanups are scheduled.

- *Improving content*

Possibility of installing a sprinkler at d'Angelo DFA. Apparently there is no drain at that park, however??

8. Fred Anderson Park Issues

- *Tabled at this meeting.*

9. Next Meeting

- *Next meeting will be scheduled for July.*