

## **AMHERST DOG PARK TASK FORCE**

Minutes from Fundraising Subcommittee Meeting

6:00 PM, Thurs. October 18, 2018

Community Room, Amherst Police Dept.

DPTF members present: Jim Pistrang, Kaye Sherwood, Nina Allen, Ellen Keiter, Ted Diamond, Jim Wald, Jack Jemsek (took meeting notes)

Also present: Marzbed Margossian and Judith Gibson-Okunieff, from UMass Civil Engagement and Service Learning group.

### **Fundraising Needs**

JP: Introduced topic of obtaining funding for dog park elements that may not be covered by the anticipated max \$225k Stanton Foundation grant. Donations of certain items or materials would also be accepted.

### **Fundraising Strategies and Goals**

KD: Read a draft of an Outreach Letter from Friends of the Amherst Dog Park (FADP) that called for volunteers, monetary donations, request for “wish list” items such as a fire hydrant, boulders, shade structure, granite benches, water station, etc.

All: The variety of potential donors and specific material items needed were discussed. Listing of sponsorships at the future park were discussed, e.g., ads on the dog park fence or on a sign board.

TD and All: Recurring “annual” donations will be required to cover anticipated expenses – in the range of \$10k or less were estimated cover items such as mowing, water, waste management (dog bags and disposal), replenishment of surface materials (rice stone), snow plowing, est.

JJ: Still has to call Agawam, Weare and Ludlow to get info on how other municipal dog parks are being financed.

JP and All: Outreach and donor targets include dog or pet-related businesses such as grooming, vets, pet stores, kennels. Valley Gives program, newspaper articles or ads, FADP Facebook page, e-mail, “I donated” buttons. JP mentioned that 10,000 post cards carries a cost of \$1,400 to print and \$1,800 to mail for a total of \$3,200.

JJ and All: A webpage other than the municipal link at <https://www.amherstma.gov/3344/Dog-Park-Task-Force> was discussed. Both amherstdogpark.org and amherstmadogpark.org appeared to be available to claim the domain. Using a wordpress template and a local website design firm. Website would have \$50 domain costs and \$500 to \$1k set-up fee. Marbed and Judith from UMass offered to help setup the website.

All: Discussed the following:

- Revision to KD’s draft outreach letter to make more pointed.

- Kestrel's involvement, and tax-deductible contributions as non-profit, although tax laws are changing.
- Establish Tiers of donors, e.g., Founder class.
- Ads at dog park within a sign board in a kiosk and/or buying bricks were discussed.
- How to make the Facebook page more visible – needed more posts

Action Items:

EK and KD: Research naming rights, and scheme for Donor tiers

JJ: Call 3 towns with municipal dog parks for example O&M, funding, etc.

KD: Kesterel follow-up

JP: Follow-up with Peter Wells and Dave Ziomek on potential for design details, e.g., kiosk etc., discussed in this fundraising meeting.

JP: Timing of Groundbreaking vs. Ground Opening, likely in 2019. Discuss timing of outreach letter issued or other announcements – Dec 2018 or wait till more concrete schedule is established for the final design, groundbreaking or opening . . . group decided to wait on letter for the schedule.

**Public Comment**

None

**Other items not anticipated by the subcommittee**

Next regular DPTF meeting is 6:00 PM, Tues Oct 30th

Adjourn at 7:30 PM