

DPTF Meeting Minutes  
1/29/19

Attending: Ana Devlin Gauthier, Ted Diamond (Vice Chair), Kaye Sherwood, Gina Fusco, Jack Jemsek, Ellen Keiter, Jim Pistrang (Chair), Carol Hepburn (Animal Welfare Officer), David Ziomek (Director of Conservation and Development), Mike Liu (Berkshire Design Group)

**I. Approval of minutes. 6:05pm**

Change to the December 11, 2018 minutes -  
dog park domain name should be.org not .com

All in favor of approving with the one change

**II. Design review & project update**

**A. Guest: Michael Liu - Berkshire Design Group**

1. Stepping in for Peter Wells (semi-retired). Michael is catching up on our project and will be working with the group moving forward.
2. 14-15 parking spaces off of Belchertown Rd.
3. Central entry area that breaks into small (under an acre) and large dog (just over 1 acre) Park is sloped
4. Most of the dog park will be on top of the landfill cap. Need to solve issue around putting in fence posts.
5. Potentially fill on top of the cap to give us more depth for fence posts
6. Large dog area has peastone area and grass area separated by a walkway
7. Small dog area will need to have a walkway added.
8. Both have shade structures - question about material for shade structures. Need to make sure shade structure is anchored into the ground.
9. Discussion on whether we would need to move the newly planted trees for the parking.
10. Changes: added an informational pavillion out in front of the park - discussion on whether it should be outside the fence or inside the park so people can read while their dogs are playing, or in the parking lot so people read it when they pull into the lot.
  - a) Discussion on creating a designated "lobby" welcoming area
  - b) Possibly creating a different outline of the border nearing the parking lot so that the sign is able to be read
  - c) Pavillion will be expensive - cost somewhere between 4-6k. Is this something we could get someone to donate towards or build?
11. Irrigation
  - a) There is town water available
  - b) Recommended to have a cleaning system for the pea stone (because of pee...pee stone)
  - c) Need some sort of irrigation system for the grass.
    - (1) Should this be part of the cost estimate or no?
    - (2) Options discussed include in-ground or fence mounted.

- d) Eventually we will need to discuss the cost of water (D.Z.)
- e) We will need to have a discussion regarding the possibility of wetlands developing on the landfill.

#### 12. Cost estimate

- a) No updated cost estimate at this time
- b) We need to send our final design and budget plan with Stanton (Mike, Dave and possibly Jim). After that we can go out to bid.
  - (1) Stanton needs a set of plans (utility, drainage, planting, etc...) and construction details. Will take two weeks to get together once we give the green light. Stanton then reviews the submission, send back comments, we would revise and resubmit. Once approved, Stanton will let us go out to bid. We will work with the Amherst procurement office to assemble the bid package. Entire process should take about three months.
  - (2) When we are ready to put it out to bid, we see what happens! Hopefully everyone bids. If they do not, we wait and try to put it out in the summer. We don't want to put it out to bid too many times, but we could hypothetically put it out twice.

#### 13. Timetable for next steps

- a) Cost estimate - a week (but by next meeting so we can continue to plan out the financial aspect)
- b) Updated drawing - week, but dependant on comments from Tighe and Bond and Natural Heritage
  - (1) Will also need sketch of updates pavilion/kiosk
- c) We need design review board approval.
- d) Need to discuss possibility of wetland development

### III. Planning the PR and Fundraising campaign

#### A. Fundraising plan:

1. Looked at budget - the things that are alternates aren't really alternates (e.g. a bench). Whether it happens the first year or the second year, we will need them. Looking at around 240k without the alternates, and around 340k with them. Discussion on how to get that 100k
  - a) Soliciting area people and businesses for donations
    - (1) Have questions and answers prepared for when we go out. Fact sheet created
  - b) Hope is to raise 70-80% of the funding before we have to go completely out to the public (silent fundraising)
  - c) Focusing right now on initial cost fundraising, and then the friends group would work on the long term maintenance fundraising.
  - d) We need to identify who our first round asks could be. D.Z. will ask town clerk about getting list of dog owners in town (from dog license list).

- B. Ellen is working on a case for support and FAQ doc.
    - 1. <https://amherstdogpark.wordpress.com/>
  - C. We can accept money via cash, check, paypal or CC. Dave looking into the official way to ask
  - D. Naming opportunities - benches, drinking fountains, etc.
  - E. Can actual items be donated? It's possible, but it would need to be on a case by case basis. E.g. go out to bid, no takers, then its possible to do a volunteer build supervised by a general contractor.
    - 1. Can we include in kind donations in the letter? Add to letter one
  - F. Two phases of letters
    - 1. Letter one - targeted "silent" campaign
    - 2. Letter two - follow up to targeted campaign to interested donors
    - 3. Letter three - general public dog owners
  - G. Discussion on levels for each item in the donor ask letter - making sure levels are differentiated and people are recognized.
- IV.** Web Page
- A. Used what the students from UMASS started working on.
  - B. Will pay to remove ads from site.
- V.** MOU
- A. Jim and Jack working on MOU with the town
- ~~**VI.** UMass Civic Engagement Course updates~~
- ~~**VII.** Public comment~~
- ~~**VIII.** Other items not anticipated by the chair~~
- IX.** Set next meeting date
- A. Jim will send out a Doodle poll
- X.** Adjourn - 8:10pm