

Dog Park Task Force Meeting
May 14th 6pm

Present: Dave, Jim, Ted, Carol, Ellen, Nina

Appoint Nina as secretary for the meeting

Must wait to approve minutes next meeting because no quorum (only 3 voting members present)

Dave Project Update

-feedback from Stanton – it was one of the best proposals Stanton has seen

- Stanton had some questions/suggestions

- think the entryway “lock” with extra fencing would cost more and they don’t think it is necessary

- they suggest put one watering station in the entryway lock instead of separate ones

- consensus is that we want two separate watering stations because we don’t want competition between small dog/big dogs

- reduce number of benches

- how is the fence going to be leveled with the footings?

-Mike will respond to these comments

-as soon as we get green light from Stanton, we’ll have the 225,000 for construction

ConCom – discovered an erosion issue that may add extra costs to fix

Jim – if there was no dog park, wouldn’t the town have to fix it anyway? Why should dog park pay?

Dave – Dog park is going to effect it so will probably have to be paid mostly by us

Planning board is going to want to know where the boundary line of the dog park because we will be using part of Old Belchertown Road which is public

- \$3,000 to survey the land

- planning board won’t plan meeting until we have it surveyed

Jim – Ana, Dave, Jim went to conservation committee meeting and it went well since we are in contact Natural Heritage already

Dave – working on the Natural Heritage permit this summer

- After Natural Heritage we go to Town Council

- Once we’re done with Stanton and Planning Board, we should be able to put it out to bid

We need to push to get the land surveyed so that it will be done before Planning Board meeting in June

We are going for fall construction

Construction should take 5-6 weeks

We need to figure out what we will get as donations so we can take them out of the bid

Putting things as alternates – what can be alternate? What do we absolutely need to put in the bid?

Dave will talk with Mike Liu about what we plan on getting donated so they can narrow down what’s in the bid to make it fit within our Stanton budget

Our goal for fundraising should be around \$100,000 in donations (including in kind donations)

Fundraising

Ellen's Fundraising Packet

- We should have a nice folder with our logo
- In folder - fundraising letter, pictures of what you can donate, and FAQ
- The picture page needs to be formatted better
- Should we take off kiosk picture because we have someone donating that, or should we keep it on so people can see what they are advertising on
- Dave says we can print anything in house once we know what we want (even folders)
- Ellen suggests contacting potential donors before sending them the packet
- Jim suggests sending letter first and if there's interest meet with them and give them the packet
- Depends on the person/relationship you have with them
- Everyone needs to be able to access and modify letter for the people they choose to send to
- Jim will ask Mike if we can have colorized logo for the fundraising docs
- We should make an email address for the task force
- Dave says he will get copies and we should meet up to physically put the packets together
- Nina will work on picture page design
- Dave will figure out how people can pay us – credit cards, cash, PayPal, etc.
- Ted – we need to be clear about when we expect donations to come in so that we have the money in time – suggests a down payment – 25% initially, 25% when construction starts, 50% when it's done

Next meeting – we need to figure out the formation of the Friends of Amherst Dog Park group

- should have a mission statement
- a board with positions – president, vice president, treasurer
- members
- how and when we are going to get members

Goal is get 70% of donations in first round

How much are we asking for founders? \$10,000 too high, maybe \$5,000 is better

Went over list of potential business donors and who has a personal connection

Ted will email Kaye to see if she is willing to solicit some of these businesses

Went over "Future Home of Amherst Dog Park" sign – Dave will make minor edits

Can we raise the dog licensing fee so some of the money can go to dog park maintenance?

-we'd have to change town bylaws

-should be pretty easy to amend the bylaw, especially because other towns charge more for dog licenses

Jim makes motion to adjourn

Ted seconds motion

Vote – meeting adjourned

