

Town of North Hampton New Hampshire
North Hampton Dog Park Committee
Notice of Public Meeting
6:30 PM Thursday, August, 22, 2019
Mary B. Herbert Conference Room; 233 Atlantic Avenue

DRAFT

Call to order

Pat McLean called to order the meeting of the Dog Park Committee at 6:39 PM.

Attendees: Pat Mclean, Casey Dupuis, Paige Libbey, Amanda Jonovski, Michael Trotta, Anne Nettleton, Alexa Haley

Not Present: John Dover, Ronni Martin, Meredith Vallee, Philip Thayer, Jalisa Bush

Approval of minutes from 7.11.19:

Minutes were reviewed. No changes were to be made.

Motion to approve the minutes; made by Amanda. Seconded by Alexa.

The committee unanimously agreed to approve.

AGENDA

Outstanding Items and New Business:

Town activities

 Tick Talk – Recap

 Old Home Day – Recap

 Other local events

Fall Fundraising

Land Update

P.O. Box

T-Shirt / Bandana Sales

Poster Signing Activity for Table

Tick Talk Recap

Members of the committee shared their opinions on how the event went over – Overall, the committee felt the event was a success. The committee was unanimously in favor of hosting a similar event again in the future and asking both speakers to return when the time comes.

Highlights mentioned include:

- Both speakers were very well spoken and incredibly knowledgeable.
- Both speakers had different styles of presenting; this worked well to capture the attention of various members of the audience who may have different styles of learning.
- Positive feedback to having two different perspectives on the subject; for both speakers never having met each other, they worked very well together.
- Excluding committee members and family of committee members, there were approximately 7 other attendees. Pat said that these events are typically not heavily attended, and that this was a good turnout.
- Michael suggested a good time to host the next Tick Talk event in the springtime, at the start of tick season. He also suggested looking at alternative/additional locations to host the event. The committee discussed this idea as a potential way to reach a larger audience but came to the conclusion that staying local/in-town would be in our best interest and that it was incredibly helpful to have support from the town library.
 - The committee expressed unanimous support for hosting the next Tick Talk in the springtime.
- Pat suggested increasing the number of posters distributed/hung up around town for the next Tick Talk.

Old Home Day Recap

Members of the committee shared their opinions on how the event went over – the conclusion was that for the first “non-dog related” event selling merchandise at, the event was a success.

Paige calculated the following profits from the merchandise sold at the event:

Item	Price	Number Sold	Profit	Cost	Gross Profit
Bandanas	\$10	14	\$140	14 x \$4.60 = (\$64.40)	\$75.60
T-Shirt	\$20	6	\$120	6 x \$7 = (\$42)	\$78
Raffle Ticket	\$9	-	\$9	-	\$9
Subtotal			\$269	(\$106.40)	\$162.60
2.7% Credit Card Fees (\$140 x 2.7%)				(\$3.78)	\$158.82
Net Profit					\$158.82
\$129 Cash + \$136.22 Net Credit Cards		Total Amount Deposited			\$265.22

- The committee discussed the 2.7% credit card processing fee, a standard for all users who use a card reader to sell merchandise. Pat expressed concern for the fee and suggested ideas to get around the fee, such as paying by donation in place of technically purchasing/selling merchandise. Casey and Amanda explained that the fee is ethically unavoidable even though we have a PayPal Giving Fund account. They explained that we

are not charged fees for direct donations that are processed through the PayPal website; however, if the card reader is used to purchase merchandise, it is a processing fee that comes directly from the credit card companies that everyone using a card reader subject to.

- Amanda suggested that if it was that big of a concern, we could raise the price to account for the fee- however after discussion and examining the balance sheet, the committee determined the 2.7% fee was not worth increasing the price of merchandise.
- Pat shared that Joe Manzi asked for overall feedback from the Old Home Day event. The committee discussed their thoughts, including a change of setup. Amanda volunteered to send a list of feedback to Pat to pass along to Joe.

Other Local Events

Amanda mentioned that when committee members attend events, we often all gather around the table and focus more on each other/our dogs rather than people inquiring about us. She has noticed that people are less likely to approach the table if it is overwhelming with members who are not entirely focused.

- The committee agreed on the importance of being attentive when working the table. The conclusion was that members are still all highly encouraged to attend the events for as long as they please but going forward we will stick to specific shifts with fewer members specifically at the table at a time. If working the table, members will be present and ready to answer questions. Other members that attend the event that are NOT scheduled to work the table are encouraged to spread out and network with other vendors at the event.

The committee discussed different potential ideas for ways to get involved around town.

- Amanda suggested participating in events that involved kids and their parents, such as an educational session with service dogs. The committee bounced additional ideas around including partnering with either North Hampton School or the NHSPCA.
- Casey suggested something similar to the program *BARK Reading Therapy Dogs*, where elementary-level children have the opportunity to practice reading aloud to dogs. She shared that there are many similar programs that involve collaborations with shelters where kids can read to shelter dogs. The following link is an example of one of the programs: <https://barkdogs.org/how-it-works>
- Paige compiled a list of upcoming local events that we could POTENTIALLY attend:
 - Snouts out Sundays @ Smuttynose – Every Sunday
 - Pints for Pups @ Smuttynose (SPCA event) – Thursday 8/29 6-8pm
 - Cornhole for Critters @ Smuttynose (SPCA event) – Sunday 9/15 11am-4pm
 - **Doggie Day in the Maze @ Scamman Farm – Friday 9/20 12-5 AND Saturday 9/21 10am-5pm**
 - Pints for Pups @ Smuttynose (SPCA event) – Thursday 9/26 6-8pm
 - **North Hampton Business Association (NHBA) Scarecrow Festival @ North Hampton School – Saturday 10/19 9am-1pm AND Vendor Reception Friday 10/18 6-8pm @ Centennial Hall**
 - *Event description: “We will hold our first annual Scarecrow Festival on Saturday October 19 from 9am to 1pm at the North Hampton School. The event will feature fall family fun, food, fundraisers, and yes, scarecrows... all to raise money for Centennial Hall’s Open the Ballroom*

campaign. There is also a reception the night before for all vendors and members of the NHBA from 6-8pm taking place at Centennial Hall."

- **Smuttynose Muttster Mash** – The date for this event has not been announced yet, but it has happened the past few years and will most likely continue again this year. Typically takes place around Halloween weekend (last year was rescheduled to the first weekend in Nov. due to rain)
 - **Hampton Christmas Parade – Saturday 12/7 1pm** – A while back, Paige spoke to someone from Experience Hampton they definitely wanted us to participate.
- Amanda recorded a list of the events with dates on the whiteboard for all to visualize.
 - The committee discussed the events that we would be able to sell merchandise at.
 - Paige spoke to the event coordinator at Smuttynose who said that because Pints for Pups and Cornhole for Critters are fundraisers hosted by the SPCA we CANNOT sell any merchandise at those events. However, every Sunday the brewery hosts "Snouts out Sunday" which encourages customers to bring their dogs, and we would be able to sell merchandise.
 - Members of the committee were not very familiar with the typical attendance rate at Snouts out Sundays and decided it would be in our best interest to pursue other events instead. Various members said that they would try to attend sometime soon and if it appeared well attended, we would revisit the idea.
 - The committee discussed the NHBA Scarecrow Festival.
 - One of the NHBA members reached out to us and would love for us to be involved. She said it is \$50 for members and \$70 for non-members to be a vendor. Paige is hoping that they will let us pay \$50 since we are a non-profit. The woman suggested having us get involved by doing a dog costume contest or similar activity. She's aware of the no-dogs-at-the-school rule but is going to look into having the rule lifted for the day with Joe Manzi/the school. We do not know who's rule it actually is and are hoping it is not a State-wide regulation.
 - We would be able to sell our shirts at this event as we would be a "vendor".
 - The committee brainstormed ideas for a kid-friendly and engaging activity, on top of having our standard photo booth. Amanda suggested printing off fall/Halloween/dog themed coloring pages for kids to color. Casey suggested a braided dog toy craft that was easy to make out of old t-shirts and scissors. See the attached presentation with examples of this idea. Committee members loved both ideas and believe both would be easy to execute.
 - The committee voted to attend the following events. Amanda made a motion, and Alexa seconded. The committee unanimously agreed. Paige and Casey will follow up with the event coordinators of each event to confirm participation.
 - Doggie Day @ Scamman Farm – Saturday 9/21 10am-5pm (**ONLY Saturday, not Friday**)
 - NHBA Vendor Reception @ Centennial Hall – Friday 10/18 6-8pm
 - NHBA Scarecrow Festival @ North Hampton School – Saturday 10/19 9am-1pm
 - Muttster Mash @ Smuttynose Brewery – Date TBD
 - Hampton Christmas Parade – Saturday 12/7 1pm

Fall Fundraising

- Paige proposed the idea of partnering again with the Community Oven for another fundraiser night, preferably again on the Monday of Veteran's Day (November 11). The committee expressed unanimous support in favor of this idea. Paige will reach out to Community Oven for availability, to see if we can reserve this date, and to find out whether we would be able to sell merchandise at the event.
 - Amanda suggested that we should do something special to honor veterans if the date is available. The committee will revisit this idea once the date can be confirmed.
- Anne suggested looking into an additional restaurant fundraiser night with another business. The committee discussed that February would be a good month to do this, given restaurant availability.
 - In the past, Casey made a list of local restaurants that host these types of events. She will track down the list and bring it to the next meeting to share with the committee.
 - Casey encouraged other committee members to do research as well on other potential restaurants that participate in fundraiser nights and bring their findings to the next meeting.

Land Update

- Several members of the committee have reached out to Phil numerous times over the past few months and he has yet to respond to any communication.
- Two parcels of vacant land:
 - Paige shared that she has still not heard back on anything from committee member Phil regarding the two potential parcels of land. She believes that we still will need to have a wetland scientist look at the properties firsthand.
 - Paige reached out to a wetland scientist in Portsmouth asking if he would be willing to help us out pro-bono. She said that he seems to be very interested in helping us, however, he is quite busy with ongoing projects at the moment and it may be a month or two out until he would be able to start anything. He suggested that in the meantime we look into having the land surveyed.
- The committee discussed the State purchase of the Rail Trail. Group discussion on what the State/other towns have been doing with the portions of the rail trail that have already been adopted.
- Pat will email Brian, the North Hampton Town Administrator, to ask if he knows what the next step could be and ask for his recommendation on who we should contact regarding this land and how/if we can gain access.
 - Additionally, Pat will ask Brian about the North Hampton Recycle Center land. We know that the town owns the actual recycle center facility, but she will ask if he knows who physically owns the land.

P.O. Box

- Casey noticed that on all electronic receipts sent from card reader transactions, her address (which has been used as the mailing address for the 501(c)(3) paperwork) is listed at the top of every receipt, which she is not comfortable with.

- She asked for a P.O. Box to be opened and listed as the mailing address for all Friends of the North Hampton Dog Park information. At the North Hampton Post Office, the cost \$92/year for the smallest mailbox.
 - Amanda made a motion to pursue this. Casey seconded. The committee unanimously agreed. Casey will look into this and set one up on behalf of the Friends of the North Hampton Dog Park.
 - Note: The “Friends of the North Hampton Band Stand” uses a P.O. Box for the mailing address of their organization as well.
- If you would like more information on town P.O. Boxes, please see the following link: <https://poboxes.usps.com/findBox.html?q=03862>

T-Shirt / Bandana Sales

- At Old Home Day, we had inquiries for t-shirt in the size XXL. Casey made a motion to include this size in the next order of t-shirts. Michael seconded. The committee unanimously agreed.
- Paige suggested reaching out to local businesses that would be willing to sell our merchandise in their stores – not necessarily only dog-related businesses.
 - Pat suggested that it might be complicated to sell shirts given the variety of sizes. The committee agreed and unanimously favored the idea of requesting local businesses to sell only the bandanas.
 - Paige volunteered to reach out to Woof! Pet Supply in Hampton, which has been very supportive of us in the past.
 - Pat volunteered to reach out to In-Dog-Neato-2, a local groomer located near the Hampton-North Hampton bridge.
 - Committee members will brainstorm other potential businesses and report back with ideas at the next meeting.

Poster Signing Activity for Table

- Casey noticed at Old Home Day that Centennial Hall had a table next to us with two giant weatherproof/outdoor banners that they were asking members of the community to sign and write what Centennial Hall means to them. Casey suggested for a future event activity we do something similar. She explained that the poster could be a way to visually show that we have supporters. The committee discussed the potential benefits of pursuing this, including being able to one day hang it on the chain-link fence of the dog park, or being able to attach it to two stakes and display it. It could also be displayed at the polls should the chain of events take place where the dog park ends up as a warrant article.

Motion to adjourn the meeting at 7:54 PM; made by Michael. Seconded by Paige.

The committee unanimously agreed to adjourn.

The Next Meeting Will Take Place on Thursday, September 12th @ 6:30 PM.