

**Town of North Hampton New Hampshire**  
**North Hampton Dog Park Committee**  
Notice of Public Meeting  
6:30 PM Thursday, October 11, 2018  
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 6:35pm.

**Attendees:** Pat Mclean, Casey Dupuis, Michael Trotta, Anne Nettleton, John Dover

**Approval of minutes from September 13, 2018:**

Minutes were reviewed. No changes were to be made.

Motion to approve the minutes; made by Casey. Seconded by John.

The committee unanimously agreed to approve.

**Outstanding items and New Business:**

**1. Colin Smith has resigned from the committee and wishes us the best of luck.**

**2. Update on Past Yappy Hours / Outreach Events**

2.1 Casey recapped the recent events members of the committee attended and tabled at:

- The committee recently attended three events: Yappy Hour at Smuttynose Brewery, Yappy Hour at Throwback Brewery, and Doggie Day at Scamman Farm.
- At each of these events, we set up a table with flyers, an email collection sheet for those who wish to receive updates via email, and a photo opportunity “kissing booth” stand for attendees of the event to take and share photos in.
- The social media sub-committee planned a “Smooch your Pooch” photo contest to encourage attendees to take photos with their dogs in the kissing booth and to tag us on social media to increase our online presence and awareness.
- *As stated in the last meeting minutes:* Casey created an email mailing list signup sheet which we will bring to outreach events. This will allow us to collect email addresses of interested community members so we can send out updates to people who may not necessarily have Facebook.

2.2 Committee members that attended said they received a lot of positive feedback from both locals and out of town individuals that attended.

2.3 The committee discussed that our main goal of attending these events is to form partnerships within the community and agreed that the more awareness we raise, the better. Doing so supports our mission to foster an increased sense of community by

encouraging social interaction among citizens.

### **3. Update on Cute Pet Contest**

3.1 Pat updated the group on the “Cute Pet Contest”. To recap:

- Pat’s son’s apartment building is having a pet photo contest on Instagram open for all tenants to participate in. Pet photos are featured on the property management’s Instagram page (@portpropertymgt). There will be 2 winners. The 2 photos with the most “likes” will receive a \$50 gift certificate to the pet supply store of the winner’s choice, PLUS they will donate \$150 to a local animal organization of the winner’s choice.
- Pat’s son has entered his dog Tove, and Pat encouraged all committee members to vote and share with friends/family. He said he would have this money donated to The Friends of the North Hampton Dog Park if he wins.
- All it takes to vote is to have an Instagram account. Each Instagram account can “like” the page once.
- The contest has been extended to November 1, 2018 and we are currently in second place, close behind first.

### **4. Update on 501C3**

- 4.1 Casey updated the committee that we have now received confirmation that we received approval for both State and Federal forms regarding the 501c3. Our Employer Identification Number (EIN) is: 83-1629251 and our Business ID is: 797300. Casey has all of the original documents as well as scanned versions if anyone requests to see them.
- 4.2 Casey said that with both of these approved, we can officially start fundraising. Donors will be able to get a tax deduction on their state taxes for any donations made.
- 4.3 Casey will reach out to Meredith to ask her dad which number (EIN or Business ID) to provide individuals who wish to make a tax-deductible donate.

### **5. GoFundMe**

- 5.1 Casey shared her research on GoFundMe and discussed the small portion of proceeds that are taken away from donations as a service fee.
- 5.2 The group agreed this was worth the convenience. Anne made a motion for the group to follow through with creating the GoFundMe account. John seconded. Unanimously in favor.
- 5.3 Designation of who will set this up has yet to be decided. Pat suggested asking Jalisa or having the social media sub-committee work together to set this up.

### **6. Bank Account**

- 6.1 Casey and Paige went to Service Credit Union last week and successfully set up a bank account designated to Friends of the North Hampton Dog Park. If any committee members would like additional information regarding the account details, Casey will hold on to all of the information.

## 7. Meeting with the North Hampton Recreation Department Contact

7.1 Pat was reviewing old research she had saved and came across information on the recently formed dog park in Dover, NH (Longhill Dog Park). She read aloud their history and the story of how they got started, which mentioned their collaboration with the town's Recreation Department.

7.2 Pat reached out to the North Hampton Recreation Department and was able to schedule a meeting with the department's key contact, Joe Manzi.

7.3 Pat shared the following conclusions from her meeting with Joe:

- Some activities by Recreation Department in North Hampton is contracted out. .
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- The director Joe Manzi was positive in our goals and expressed full support of our mission, however he did not foresee any of the land in the Dearborn Park area being allowed to be used for a dog park.
- The North Hampton Recreation Department does not own any other land besides this area.
- The Recreation Commission has an upcoming meeting on 10/17/18 at 6pm. Pat will attend to make sure they are aware of our mission and seek any support that they are willing to extend.

## 8. Donation from Petco

8.1 Pat shared that she had reached out to Petco and spoke with the general manager about our mission and goals and received a donation of several dog toys that were used as prizes for our "Smooch your Pooch" photo contest held at the recent Yappy Hours.

8.2 The manager she spoke with also mentioned that he would be willing to donate an additional small basket of toys that we could use for a future event that Pat will follow up with him on. He said that any larger donations would need to go through corporate.

## 9. Restaurant Fundraisers (update from Paige)

9.1 Casey shared the following on behalf of Paige who could not attend the meeting:

Paige spoke to Alyssa (manager of Community Oven and Shane's Texas Pit) to do a fundraiser and she said we can do one at both. We are going to host one at the Community Oven in November and Shane's Texas Pit in December.

9.2 Community Oven Fundraiser:

- **The Community Oven fundraiser will take place on November 12<sup>th</sup> from 5-9pm.** Details about the fundraiser provided by the restaurant will be attached to the email the minutes are sent in, as well as explained below.
- The way it works is we can set up a table at the restaurant that night and a

portion of the proceeds go to us. For the first 50 pizzas it's 5% of proceeds, 10% for 50-80 pizzas, and 15% after that from 5-9pm. This includes all of the proceeds from the night, not just the people we bring in. However, the more people we can get to come that night the better, so it will be important for all members to get friends and family to come out that night as well as to post on social media about it!

- At our table, we can do raffles, give out our flyers, collect emails- essentially whatever we decide.
- Paige recalled that when Pat shared the good news about the PetSmart donation they said they would donate a basket for a raffle item. Pat will follow up with the manager to confirm this.
- Paige and Casey both agreed that we should do a raffle instead of a silent auction at this type of event, where we could sell raffle tickets for something along the lines of \$1 a piece or 15 for \$10 dollars to try to get people to give 10 dollars. The exact amount will be discussed and determined at the next meeting.
- Paige mentioned that her mom has done this several times for other nonprofits and it has worked well.
- Paige also mentioned that raffle items do not necessarily need to be pet items. **She suggested that we try to get gift cards from local restaurants, etc. and encouraged other committee members to begin reaching out locally to ask for donations.**
- Paige will be sending out a list of organizations that she has already reached out to for donations to avoid duplicate requests.

### 9.3 Shane's Texas Pit Fundraiser:

- **The Shane's Texas Pit Fundraiser will take place from December 5<sup>th</sup> through December 9<sup>th</sup>.** Details about the fundraiser provided by the restaurant will be attached to the email the minutes are sent in, as well as explained below.
- This fundraiser works a bit differently. We will be given 150 cards which we can give out to friends and family and supporters. For each card, if they spend \$25, Shane's will give us \$5, but they HAVE TO bring the card. People can use more than one card also.
- For example: if Paige was going to go with Casey, they could spend \$50 and use 2 cards and Shane's will give the committee \$10. So again, it will be important for us to give out cards to people we know will come that week. Friends, family, supporters, etc. Give multiple cards to people that say they will spend more than \$25!
- We also have to give back any leftover cards on the 5th (the first day of the

fundraiser), so we will need to give all cards out prior to that and can't wait until the last second!

- Theoretically, if all 150 cards were actually used we could make \$750 over the 5 days. We can also set up a table and do raffles, etc. on the Wednesday of the event, so December 5th.
- **Again, Paige suggested that we try to get gift cards from local restaurants, etc. and encouraged other committee members to begin reaching out locally to ask for donations.**

9.4 The committee was unanimously in favor of both of these fundraisers. Shits for working this event will be determined at the next meeting.

## 10. Upcoming Smuttynose Event

10.1 Casey shared that we have another event coming up which we received approval to hand out flyers, set up a table, collect an email list, etc. She shared the following:

- **The event will take place at Smuttynose Brewery on Sunday, October 28<sup>th</sup> from 1-4pm, and we will begin setting up between 12-12:30pm. The event is called "Smuttster Mash" and it is Halloween themed. (We encourage you and your dog to dress up!)**
- This event will be very similar to the 9/19 Yappy Hour. Tents will be set up where the brewery will sell beer outside, picnic tables are set up, but most importantly people and their dogs are free to walk around and mingle.
- Local organizations that will be attending include My Dogs Mind with a haunted agility course as well as CoCo Chew, a local dog toy company.
- Additionally, there will be a dog costume contest. Jalisa, Casey and Paige will be attending and would very much appreciate it if other committee members attended as well.

## 11. Local Mailing (update from Paige)

11.1 Casey shared the following on behalf of Paige who could not attend the meeting:

"I think we should use our first "batch" of fundraising money to do a mailing. I have been pricing this out, and Phil Heffernan (my next door neighbor) has a printing company that can print a postcard, address and mail them so we wouldn't have to do anything. There are other companies that do this as well so we can price it out. My thought is to do a 4x6 double sided color postcard which would basically say we are in search of land. I'm not even sure we should say "donated" land because that may deter people who would be willing to sell their land to the town IF we did have to get it on the warrant article. We'd have to figure out how to word it but I think if we are going to spend money on a mailing we should make good use of it and get all the inquiries we can about people who may be willing to BOTH donate and sell.

Other people may have other thoughts on this, it's something to discuss. Amanda is good at coming up with wording.

I obtained 2 mailing lists from the company that manages the assessor's office in town. One is the entire town, and one is JUST vacant parcels. There are 2644 parcels total in town and 492 vacant parcels, many of which are owned by the town, conservation, or Audubon society so we can rule those out. So theoretically it would actually be less than 492. I am thinking we could start off by JUST doing the mailing to vacant parcels as that is what we're targeting. It would be significantly cheaper. Phil gave me a quote to do 492 4x6 postcards with postage for \$312. We can easily make this in one fundraiser!

Amanda may have some ideas for the postcard, it could maybe be similar to our mini flyer." – read on behalf of Paige

11.2 The group was unanimously in favor of pursuing this idea, however agreed to table it until the next meeting.

11.3 Anne suggested we look into the company "Every Door Direct" which also provides mailing services.

## **12. Miscellaneous Discussion**

12.1 Pat mentioned to the group that the North Hampton Dog Park is now featured on the North Hampton Front Porch website page which can be access through the Town of North Hampton website.

12.2 The group discussed asking Amanda to design an official logo for the dog park, if she does not feel comfortable using the graphic design image she created for the flyers. The committee agreed to table this discussion until the next meeting.

12.3 The group discussed the idea of looking into getting matching t-shirts to wear to events, as well as eventually getting our own specific North Hampton Dog Park t-shirts printed. The committee agreed to table this discussion until the next meeting.

Motion to adjourn the meeting at 7:41pm; made by Anne. Seconded by John.

The committee unanimously agreed to adjourn.

**The Next Meeting Will Take Place on Thursday November 1<sup>st</sup> @ 6:30pm and will be posted.**