

Town of North Hampton New Hampshire
North Hampton Dog Park Committee
Notice of Public Meeting
6:30 PM Thursday, September 13th, 2018
Mary B. Herbert Conference Room; 233 Atlantic Avenue

Final

Call to order

Pat McLean called to order the meeting of the Dog Park Committee at 6:36pm.

Attendees: Pat Mclean, Casey Dupuis, Paige Libbey, Ronni Martin, Michael Trotta, Anne Nettleton, John Dover

Not Present: Amanda Jonovski, Jalisa Bush, Colin Smith, Meredith Vallee, Philip Thayer

Approval of minutes from August 2, 2018

Minutes were reviewed. No changes were to be made.

Motion to approve the minutes; made by Paige. Seconded by Ronni. Unanimously accepted.

Outstanding items and New Business

1. Update on 501c3 (agenda item)

- 1.1. Pat updated the committee on the 501c3 status. The federal forms have been filed and we are waiting for confirmation back.
- 1.2. Casey stated that we have state approval and can begin fundraising. Donors would be able to get a tax deduction for state taxes for any donations made.

2. Fundraising discussion (new business)

- 2.1. Pat stated that she does not believe we would ever be able to raise enough funds to purchase a piece of land. We need donated land.
- 2.2. It was discussed that although we can't use fundraising money for land, it could be used for further outreach. Purchasing a piece of land could be put on a future warrant article if approved by the select board if we don't find donated land.
- 2.3. Paige stated several benefits of fundraising. Small amounts of money could go a long way for outreach. Some of the many possible options are:
 - mailings to the community and/or dog owners
 - printing more flyers/ other printing
 - promotions on social media
 - prizes for events (dog treats, dog toys, dog food, etc)
 - signs for future warrant article if needed (vote yes on warrant article ____)

- 2.4. Ronnie stated that giveaways work well (stickers, magnets). Pat suggested t shirts.
- 2.5. The Committee was in agreement that beginning fundraising would be beneficial for further outreach.

3. Yappy Hour (agenda item)/ Outreach events discussion

- 3.1. The social media sub committee has been working on organizing Yappy Hour. Paige gave an update for the sub committee to the entire committee on the plans for Yappy Hour.
- 3.2. Amanda designed a banner which was printed at Staples. The banner is 6 ft with grommets on outdoor banner material so it can be reused many times and hung with string.
- 3.3. Paige has a 6ft table that can be used for events and fundraisers.
- 3.4. Paige and Casey constructed a “kissing booth” or photo booth which can be used at events to encourage visitors to come to our table and take photos with their dog. The goal of the booth is to encourage people to take photos with their dog, share them on social media and tag the committee’s Facebook page for a chance to be featured on our Facebook page.
- 3.5. The photo booth has a sign on the front of it that says “We support North Hampton Dog Park” committee with our dog “logo”. The top is a chalkboard that can be changed for different events. For Yappy Hour it will say “smooch your pooch” to be a kissing booth and maybe the name of the brewery.
- 3.6. We have a sign that says “tag us in your photos to be featured on our Facebook page” and several small chalkboard signs that can be used and changed for different events. If people post their photos online and tag us, it automatically gets our name and Facebook page out there.
- 3.7. We have jars with treats to give out to visitors.
- 3.8. Ronni stated there are countless ways to get more publicity and get our name out there.

4. Current status (agenda item)

- 4.1. Pat gave an update about the Select Board. She heard back from the chairman and he welcomed her to come back to the board for a discussion. However, he stated that we need to find a piece of donated land. They do not have available town owned land at Dearborn Park or elsewhere. Pat did not see the need to go before the select board again if they do not have land for us. We must continue our search for land.
- 4.2. All agreed that The Select Board supports and is in favor of the dog park. Paige ran into Jim Maggiore (Select Board member) at the town elections.
- 4.3. Pat stated that she thinks we should reach out to the towns Recreation department to see if they use both baseball diamonds at Dearborn park.
- 4.4. Anne stated that at this point all town own land options have been exhausted.
- 4.5. Pat stated that if we do not find donated land by possibly December we could go before the Select board to get purchasing land on the warrant article. Paige stated that if purchasing land was voted down at the elections, we would know we do not have town support and could cease our efforts.
- 4.6. Pat stated that we could probably raise enough money to construct the park itself (fencing, etc) if the land was purchased by the town.

5. Possible donors (new business)

- 5.1. Pat stated that she has heard of specific property owners in town who would possibly be willing to donate funds to the committee because they frequently support charities and are animal lovers.
- 5.2. In the past we have sent letters to specific property owners with large parcels of land to see if they would be willing to donate land. Pat would like to send similar letters seeking donations to the property owners as discussed during the meeting.
- 5.3. The committee agreed this was a good idea.

6. Exeter dog park committee (new business)

- 6.1. Michael stated that he had read an article about Exeter having a dog park committee. Paige stated she had read the same thing. Pat stated she had heard about them when she first tried to start the committee. She had run into a member of the Exeter committee at the Portsmouth dog park and they had been active for years but had not had much luck or support.
- 6.2. Paige said she had reached out to the Facebook administrator of their page out of curiosity to see what their status is and he told her the group was “new” and “just getting their feet wet”. This suggests their committee has been “reformed” or started over. She didn’t think they had gotten far.
- 6.3. Paige stated that she had thought about maybe collaborating with the Exeter committee if a suitable piece of land was found since Exeter and North Hampton share a town line. The committee agreed this could be complicated. Paige stated that she spoke to Jim Maggiore about it and he believed it was doable. Paige stated that the town probably would not take over the park if we took this approach. The committee would have to own it.

7. Restaurant fundraisers (new business)

- 7.1. Paige and Casey stated that several local restaurants do fundraisers where they donate 10% of their proceeds from an evening to a local charity or foundation. The Community Oven, Shane’s Texas Pit, Margarita’s, Logan’s Run, and Wing-Itz are several of them. This could be a good option for fundraising that we should look into.
- 7.2. Casey made a motion that we should begin fundraising. Michael seconded. The committee was unanimous.

8. Bank account (new business)

- 8.1. The next steps if we’re going to begin fundraising is to set up a bank account. Several banks were discussed. The committee agreed on Service Credit Union. Michael will stop there to see what 501c3 paper work is needed to set up the bank account.
- 8.2. We will need an address to set up a bank account. Setting up a P.O. Box was discussed. Anne stated that a bank may not allow us to use a P.O. box for the bank account. It was decided to use Casey’s address since she is the mailing address on the 501c3. This eliminates the mailing address issue for now. It also costs money to set up a P.O. Box. This will be revisited in the future.

9. GoFundMe (new business)

- 9.1. Casey brought up setting up a GoFundMe.
- 9.2. Ronni brought up that GoFundMe takes a portion of the money raised. It was discussed how much

money would be taken out and if there is a better way to fundraise online. Nobody knows how much money is taken by GoFundMe. Paige stated that online fundraising could be important because it attracts a group of people who only donate online because it's fast and easy rather than mailing a check. Casey is going to look into a better way to online fundraise.

- 9.3. Pat is going to ask Jalisa if she knows anything about other online fundraising and Facebook fundraising. Jalisa will present to the committee at the next meeting if she has any additional information. Casey will also share her findings.

10. Social Media sub committee update (agenda item)

- 10.1. John stated that he spoke to a staff member at North Hampton vet and that she told him that if we ever have any Facebook posts to share (new posts), we should let them know because they will reshare our posts. They have an established following of local dog owners where we are a new Facebook page. The committee agreed this will be helpful.
- 10.2. Paige had reached out to North Hampton vet and Coastal Canine along with several other Facebook pages with large followings when we first started the Facebook page and asked them to share our page. North Hampton vet did share our Facebook page for us.
- 10.3. 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.
- 10.4. Pat suggested we note on the mailing list who is from North Hampton in case we want to send an email mailing just to residents. Ronni suggested adding a "town" column. The committee agreed. Paige will ask Casey to do this (Casey had to leave the meeting early).
- 10.5. Pat asked if the social media sub committee has met regularly. Paige stated that they have not met physically because it has been a busy summer for all but that they communicate a few times a week and have worked together to organize Yappy Hour as well as other social media topics. Paige believes the social media is somewhat at a standstill until we have a small budget to spend on promoting the pages. The sub committee hopes the outreach events will help the online presence as well.

11. Circle back to Outreach events

- 11.1. Paige announced the scheduled events to request that any available committee members come to help. Any amount of time is appreciated. **Please email Paige if you can attend any of these.** The upcoming events are as follows:
- 11.2. Wednesday 9/19 Yappy Hour at Smuttynose in Hampton; Setup at 5pm. Event from 5:30pm-8pm.
- 11.3. Saturday 9/22 Doggie day at the maze at Scamman Farm in Stratham ; Setup at 9:30 am. Event from 10am-2pm (or 5pm if it is going well, we will play it by ear. The official event ends at 2pm but the event coordinator said a lot of vendors stay setup until 5pm)
- 11.4. Wednesday 9/26 Yappy Hour at Throwback in North Hampton; Setup at 5:30 pm. Event from 6pm-8pm.
- 11.5. Paige hopes that several committee members will attend the Scamman Farm events on 9/22 as it is a longer event and it would be good to do it in shifts.

- 11.6. Pat suggested asking local pet stores for donations of dog food, treats, toys, gift cards etc. as prizes or giveaways for these events and future events. Paige had the same idea previously. Pat and Paige will reach out to local pet stores and ask for donated items prior to the upcoming events.

12. Circle back to restaurant fundraisers

- 12.1. Pat wondered how we could get in at Community Oven to do a fundraiser.
- 12.2. Paige stated she could reach out to the manager. They do fundraisers every Monday so it could be a while before we get in. She doesn't know how far in advance they book events.
- 12.3. Michael brought up doing a silent auction. He has seen this done at several other fundraisers. This could be a good way to get people to come to our table and raise more money while we are at a restaurant fundraiser.

13. Flyers (new business)

- 13.1. John stated that he was at Portsmouth dog park recently and paced off the dog park and he believes it is only about a quarter of an acre. He thinks we are requesting too much land by asking people for 2+ acres on the flyers and we may be deterring people who would be willing to donate less land.
- 13.2. Pat stated that she had taped it off as well and Paige stated that she drew it up to scale from an aerial image in AutoCAD and it is about 0.4 acres.
- 13.3. The committee agreed even if the park is only 0.4 acres, we still may be asking for too much by stating 2+ acres.
- 13.4. Paige stated that another reason we put 2 acres on the flyers is because that is the minimum lot size in town. She also stated that the town may be willing to waive it's own lot size requirement for a town facility.
- 13.5. Anne stated there is no reason they shouldn't allow us to use less than 2 acres since the park will not have a structure or leach field on the property. Paige agreed and stated that lot sizes are typically due to septic issues and that will not apply to us.
- 13.6. John made a motion to change the flyers and all future advertising so that we do not quantify an amount of land needed. Going forward the flyers will just say "land" instead of "2+ acres of land" (change "actively looking for 2+ acres of land for this purpose" to "actively looking for land for this purpose"). Anne seconded the motion. The committee was unanimous.
- 13.7. The committee agreed to first use up any flyers than have already been printed and cross out "2+ acres of". Paige will ask Amanda to change the flyers when she has a chance.

At 7:32 pm John made a motion to adjourn the meeting. Michael seconded this.

The committee unanimously agreed to adjourn.

The Next Meeting Will Take Place on October 4th @ 6:30pm and will be posted.

