

Date: March 14, 2022
Time: 7:00pm
Place: Via Zoom Meeting

Present at the meeting via Zoom were Amy Krassner, Suzanne Taylor, Robert Kronenberg, Ronnie Sacco and Robbie Bogard. Kyle Smith was absent from the meeting.

Minutes from the February 16 meeting were previously approved by Committee members via email.

NEW BUSINESS:

1. PROPOSED WEBSITE/LANDING PAGE

Suzanne proposed that the Committee consider creating, with Board approval, a link from the Egremont town site to a separate Dog Park webpage, not owned by the town. This site/landing page would serve as a “one stop” option for all dog-related community information, which, among other things, could include:

- Link to donate via Dog Park PayPal account
- List of local dog trainers, pet stores, and other services
- Information on fundraising and other dog park-related events
- Contact information to forward comments, questions, and suggestions

This webpage would serve to compliment the registration information on the town site and would be an information-gathering option for those who do not participate in social media such as Facebook or Instagram. (Note that this webpage would supplement—and not replace—other social media tools.)

OLD BUSINESS:

1. REGISTRATION PAGE

Committee Head/Online Registration Suzanne Taylor has been in discussions with the Egremont town site administrator and will report separately to the Board about progress on the registration page progress.

On the issue of insurance, it is the Committee’s understanding that this would not be a requirement to register.

2. BANK ACCOUNT AND FACEBOOK TRANSFER OF INFORMATION

The Dog Park bank account has been transferred from Melody Lamb to Committee Treasurer Robbie Bogard. Next step will be to add Committee Chair Amy Krassner as an additional name on the account as co-signer. The information regarding the Dog Park Facebook site has also been transferred to Robbie.

Robbie to contact Melody to confirm when next payment is due , amount of payment and current balance in account for park clean-up services.

3. POSSIBLE FUNDRAISING IDEAS

The following future fundraising ideas were discussed:

- Locked donation box on Park site: We have determined to put this idea on hold given the history of stolen boxes the Dog Park has experienced.
- French Park Dog Park T-shirt sale: Design ideas to be presented at next Committee meeting.
- Tentative dates for onsite donation table: May 19, 20 and 21. Possible alternate indoor location at Committee member Suzanne Taylor's home/barn. Members suggested soliciting dog biscuit donations from local pet stores for biscuit baggy give-aways for donors.
- Social media requests for donations (e.g., Facebook, Egremont Forum) — historically a highly successful tool.

The Committee does not anticipate any problem raising the fees due in June.

4. SIGNAGE UPDATE

Fundraising Head Rob Kronenberg has met with the sign production team and reports on good progress. We are still working on how to update the donation scan/QR code. Our proposed new text for opened scan link would read: "Kindly donate \$5 or more, depending on frequency of visits."

5. NEW COMMITTEE MEMBERS

The members have determined not to solicit any new Committee members at this point in time.

6. QUESTIONS FOR THE BOARD

- Suzanne Taylor suggested that we include disclaimer information on the registration page about the information registrants will be providing. Does this issue need to be discussed with Legal?
- Does the Board grant approval for the above mentioned Dog Park website/landing page?

The Committee's next scheduled meeting is Wednesday, March 30.

