

Date: March 30, 2022
Time: 7:00pm
Place: Via Zoom Meeting

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

Minutes from the March 14 meeting were previously approved by Committee members via email.

NEW BUSINESS:

1. SOCIAL MEDIA SPRING FUNDRAISING CAMPAIGN

The Committee has decided that the spring 2022 fundraising campaign will be largely conducted via social media. (The next balance due for six months of clean-up services is due **July 1**.) To this end, Social Media Head Kyle Smith has created an Instagram page. Kyle is in the process of determining whether it is best to create a new Facebook page for the Park or to use the existing one. Chair Amy Krasner and Secretary Ronnie Sacco will collaborate on social media text as well as separate newsletter copy for Egremont and surrounding towns' newsletters/e-newsletters. Our deadline to launch all social media and related fundraising drive information is **May 1**.

2. DONATION SCAN

Technology Head Suzanne Taylor is creating a new scan for all donations.

3. ANTI-THEFT DONATION BOX

Social Media Head Kyle Smith has built a donation box to be located near the entrance gate to the FPDP. Our hope is that park visitors who may not be familiar with "scans" and/or any social media will have an opportunity to donate via this box. Taking into account past stolen boxes, Kyle has built the box out of 16-gage sheet metal and will fasten it with bolts inside the box. We are confident that this construction will deter theft. Committee members will periodically check and empty box and send to Treasurer Robbie Bogard.

4. FPDP EMAIL ACCOUNT

Chair Amy Krassner has created a new FPDP email account to which all Committee members will have access: frenchparkdp@gmail.com. This account will be used for inter-committee communications and as a go-to address for inquiries about town rules and related complaints and/or comments.

5. CURRENT PAYMENTS DUE

Fundraising Head Rob Kronenberg and Treasurer Robbie Bogard will collaborate to pay FPDP clean up services for poop bag replenishment. This fee will be covered by the Park's current \$437 bank balance.

OLD BUSINESS:

1. WEB SITE AND REGISTRATION PAGE

- The FPDP page on the Egremont town site, including a registration page, went live on March 25: <https://www.egremont-ma.gov/frenchpark.html#fpdp>
- Future edits/additions to page: 1) Secretary Ronnie Sacco to edit expanded rules; 2) Include new FPDG email: frenchparkdp@gmail.com and Instagram page: <https://instagram.com/frenchparkdogpark?r=nametag>
(Note: No changes/additions to the site can be made until May 15.)

2. BANK ACCOUNT

The Dog Park bank account has been transferred from Melody Lamb to Committee Treasurer Robbie Bogard. Next step is for Robbie to link this account to a FPDP Venmo or PayPal account in order to receive donations.

3. SIGNAGE

Suzanne Taylor has volunteered to deliver final files to Larkin (including font size and type and final sign dimensions) for the new Park gate sign. This sign will include key rules and a donation scan. Outstanding questions that require Select Board input:

- What directions, if any, has the Select Board given to Larkin thus far?
- How much has the town budgeted for the new sign?
- Will the Town be paying Larkin directly?

The Committee's next meeting is scheduled for Wednesday, April 20.