

Omaha Dog Park Advocates

Wednesday, January 12, 2005 Regular Meeting
Panera Bread – 134th & West Maple Road
5:30 p.m. – 6:30 p.m.

Meeting Minutes

- I. Discussion of Letter of Determination
 - a. All donations to our group received since August 31, 2004 are tax deductible.
- II. Discussion of Web Site Accessibility
 - a. Any suggestions for improving the dog park web site?
 - b. Scrolling fun facts will be added to our web pages.
- III. Fundraising Items
 - a. Fundraising E-mail Campaign
 - We will be starting an e-mail campaign that will include a PayPal link for instant \$25.00 donations.
 - For ease in selection, these donations will be arranged by the following categories:
 1. “In memory of . . .”
 2. “In honor of . . .”
 3. “In support of the Omaha dog park effort.”
 - Please send this e-mail to those you think would be interested in contributing to the dog park.
 - b. Online Affiliate Programs
 - We receive financial rewards for driving traffic to certain web sites.
 - We have been accepted as PetCo, PetsMart, and WalMart Online Affiliates and new buttons have been added to our home page and donations page.
 - c. PetCo Foundation
 - Our application for funding is pending.
 - d. We are not eligible for PetsMart Charities funding, as we have not been a nonprofit organization for more than one year.
 - e. WalMart Community Development Program
 - We have the opportunity to plan events at WalMart similar to our PetCo events. WalMart may match the donations we receive.
 - f. Omaha Community Foundation Grants
 - A proposal will be submitted in early February 2005.
 - g. We need to enhance our ways of informing the public that Omaha’s first dog park is being created.
 - Pursue radio and newspaper announcements of upcoming events.
 - Deliver flyers and donation jars/boxes to animal friendly businesses such as The Bookworm, Nature Dog, and Petscape – the Benson business district is very animal friendly.
 - Deliver flyers to those who visit Memorial Park with their dogs.
 - h. Omaha area apartments that accept dogs will be contacted and asked the following:
 - To include our flyer in their welcome packets for new renters and
 - To post our flyer in their general community facilities.
 - i. We are preparing an online raffle for March 2005
 - Those interested in donating items for the raffle must do so by e-mailing the specifics of your item(s) to admin@omahadogpark.org no later than Tuesday, February, 15, 2005.
 - j. Please send any additional ideas for corporate sponsorships and/or community grants to admin@omahadogpark.org
- IV. We would like to pursue the idea of placing a sign at the dog park land that would look like the following:



- a. We want the sign to be simple, yet bold, to drive additional traffic to our web site.
- b. The “future” label will be separate from the sign so that it can be removed once the dog park is open.
- c. Suggestions for design changes should be sent to jocelyn@pipersplace.com before January 28th.
- d. We will pursue printing the sign in the next couple of weeks, depending on price.
- e. Can anyone obtain a color 5’ x 3’ banner printed at cost or for free?

V. Discussion of New Meeting Locations

- a. We are checking on meeting in the NP Dodge Conference room at 132nd & Dodge.
- b. Phyl is checking with libraries for meeting room availability.
- c. Any suggestions for a more central location?
- d. We should bring lawn chairs and meet at the dog park land when the weather is better.