

Omaha Dog Park Advocates

Wednesday, November 10, 2004 Regular Meeting
Panera Bread – 134th & West Maple Road
5:30 p.m. – 6:30 p.m.

Meeting Minutes

- I. New revisions to website were discussed
 - a. Our PayPal button continues to generate funds averaging \$75-100/per week
- II. Fundraising Items and Events
 - a. Letter Campaign Follow-up
 - Reports from those who distributed the letters city-wide
 - Additional follow-ups will be completed – feedback is still needed from those who offered to follow-up with the letters they took the companies
 - b. PetCo Fundraising Weekends
 - Report on PetCo events at 71st & Dodge and 134th & Maple on Nov. 6th
 - Reminder of PetCo on 30th & L on November 13th / 10:00 a.m. – 2:00 p.m.
 - Reminder of PetCo on 132nd & Center on November 21st / 11:00 a.m. – 3:00 p.m.
 - c. Nebraska Kennel Club Shows – Chrystine Mills
 - To late to participate in the upcoming November 20th and 21st shows
 - Chrystine is coordinating contact with:
 - Go Dogs for donations and utilization of the park
 - We will pursue an informational table at the NKC show in July 2005
 - d. Mary Kay – Pamper Your Paws
 - Sponsored by Christina Hill
 - Donating 50% of all profits to “The Barking Lot”
 - Flyers for the event are available online!
 - Scheduled for Tues., Nov. 16, 2004 at the Harrisburg Square Community Center
 - e. Healthy Dog Happy Cat
 - Sponsored by Carri Andersen
 - Will donate \$1 for every bag of bones sold and 25¢ for every \$1 of loose bones sold
 - f. eBay Drop Off Store
 - Sponsored by Mike Hoffman
 - Donate items of value to Mike, who will sell the items online and send the proceeds to us
 - g. Dog Park Garage Sale
 - Suggested by Dave Brown who has also offered items for donation
 - Need a Coordinator for this event who will collect items, manage publicity, etc.
 - h. Strategically placed donation jars (i.e.: pet supply stores, pet sitting organizations, etc...)
 - i. Company matching programs for employee contributions (must wait for IRS determination letter)
 - j. igitive.com is a website for rescue agencies to get donations . . . can we participate?
 - k. Offer donations to the dog park as holiday gifts in the name of donor’s dog
 - Send the recipient a bone-shaped holiday certificate showing that a donation was made
 - l. Offer a microchip clinic with a portion of the proceeds going to the dog park
 - Need information regarding cost and organizational/veterinary participation
 - m. Solicit Vet Associations
 - Nebraska Academy of Veterinarians
 - Nebraska Veterinary Medical Association (NVMA), which is geared toward local veterinarians
 - n. Certain gifts are now recognized in our “High Rollers” online webpage (and, upon completion, on a permanent sign at the park for donations over \$500) for the following donation amounts:
 - Jacks: \$100 - \$499
 - Queens: \$500 - \$1,000
 - Kings: \$1,000 – \$2,499
 - Aces: \$2,500 - \$4,999
 - The following naming opportunities are available on a first come, first served basis:
 - For a \$5,000 donation, the donor may name the playground section of the park!
 - For a \$10,000 donation, the donor may name the small dog section of the park!
 - For a \$15,000 donation, the donor may name the large dog section of the park!
 - For a \$25,000 donation, the donor may name the entire park!

III. Nonprofit status report

- The IRS has contacted us for a small amount of additional information.
 - We anticipate that our IRS determination letter will be received this month!
 - Our nonprofit status will be retroactive back to August 2004
 - Nonprofit-tax deductible donations can be made until 4/15/05
- a. Sell pictures of dogs with Santa
- Need a coordinator for idea development (i.e. Costs, locations, promotion, etc...)
- b. ***Our December 2004 meeting will focus exclusively on narrowing our fundraising plans and combining our efforts on the most productive actions.***

IV. Meeting with the Nebraska Humane Society

- a. The Nebraska Humane Society is supportive of our efforts in regards to benefits to Omaha's dog community
- b. If the Nebraska Humane Society opens a dog park, it will be for private use only
- c. We would like to check with the city for addresses of those who have purchased dog licenses in 2004
- d. Should we pursue donors listed in the "Tails" publication?

V. Open Forum

- a. Pursue informational tables at new locations such as Kmart, Bookworm, Petscape, etc ...
- Most companies require proof of nonprofit status
- b. We are pursuing designs for the "Future Site of The Barking Lot"
- Approximately 4 feet x 6 feet
 - Need bids for cost
 - Need to pursue possible free sign options
 - A company could donate a have their name at the bottom of the sign
- c. Discussion of park maintenance:
- Once completed, the City of Omaha will mow every 3 weeks and maintain parking and restroom facilities
 - Omaha Dog Park Advocates will need to provide ongoing cleanup and extra mowing
 - We can offer community service clean-up projects for schools and law enforcement
- d. Corporate Sponsorships over \$5,000 will be recognized with either naming or plaque recognition on augment items (see website for the levels of donation)
- e. We need to provide wheelchair accessibility and signs for the blind