



W e l c o m e

Southwest City Dog Park

General Membership Meeting May 18, 2017

GMM End Game



CAFETERIA LAYOUT – 8:15 pm

GMM Attendees – PLEASE HELP WITH TEAR DOWN

Here is how we found it. Here is how we leave it.

Janitor must close school building at 8:30pm

GMM Program

6:30
6:35

Program Segments

Time

Introductions, General Info	6:30 – 6:45
Turf News, Playground Reminders	6:45 – 6:55
New Activities, Returning Events	6:55 – 7:10
Website, On-Line Registration, FOB	7:10 – 7:25
Board Reports	7:25 – 7:40
Dog Park Long Range Plans	7:40 – 7:45
Door Prizes	7:45 – 8:00

Introductions

6:35
6:40

SWCDP Board

Steve – Treasurer

- Serving SWCDP since 2012
- BSBA Accounting – CPA
- Multi years accounting experience
- 10+ yrs non-profit accounting, report to CFO
- 7 million dollar budget
- Account analysis, ledgers, reconciliations

Introductions

6:35
6:40

SWCDP Board

Joan – Secretary

- Serving SWCDP since 2007
 - 30+ yrs Info Technology, Database / Applications Development
 - Database / Systems Mgr (top medical school)
 - Secretary / Treasurer Bowling League
- Bonded, \$20,000 – Legal Oversight, PofA

Introductions

6:35
6:40

SWCDP Board

Judi – President

- Serving SWCDP since 2011
- 30+ yrs recruiting, sales, marketing
- Develop policies, procedures, systems
- Volunteer leadership
- Events planning, execution, oversight
- Newsletters, newspaper column, other

Introductions

6:40
6:45

SWCDP Culture, Community

“Only a dog park”

Face to community
Improve park (free rent!)

Humans happy – Bring Fido

Relax in outdoors, leave
everyday stresses and
electronics at the gate

Bond with your dog

Make new friends

Independent, sponsors but
no corporate branding

Adopt a School – Buder

Sponsor/Donate to dog
rescues, shelters, dog-
centric events.



Introductions

6:40
6:45

SWCDP Volunteerism

Fantastic Volunteers

Peaked 2013-2014 / Attrition

50+ Crowd – Heavy Lifting

Dog Park Future Depends on Volunteers

Sign Up on SWCDP Website

Mark tasks you can help with; leave note about your interests

www.swcitydogpark.org/volunteer/sign-up-get-involved/

Introductions

6:40
6:45

SWCDP – Balancing Fun vs. Safety

First Aid / Emergency Numbers

Use at Own Risk – No On-site Manager

Ongoing Monitoring by Members

Trespassing

SAIC

Main vs. Alternate

Turf & Playground

6:45

6:55



Updates

Season Closing – Sunday, March 26

Turf Renovation – Sunday, April 9

Some patchy areas – Temp fencing

Why we close? Best practices?

SWCDP Hotline

314 / 567-2012

Opening Day – June 2, Friday, 6:00am

This is Tentative

Turf & Playground

6:45
6:55

Contractor Protocol

Hilltop , Hydro, Etc.
Leash your dog
Go to Alternate
Leave until they are gone
Go home, come back later

GRASS CUTTING
Tuesday Mornings

Pool , Hose , Gate Protocol

Keep gates closed

Don't dump repeatedly

Don't run hose

Treats, Courtesy

No treats or food
No alcohol or smoking
Be respectful of member's wishes
Don't let your dog be a "jerk"
But...let your dog be a dog!

Temp Closings

Pool Pad in Main

Hose Area in Alternate

Weather or Maintenance

Turf & Playground

6:45
6:55

Alternate Dog Park

Prioritized Usage

- Small dogs, 25 lbs and under
- Dogs recovering
- Senior dogs not up to high energy in Main
- Newbies, shy dogs requiring time to gain self-confidence for general play
- Small groups for playtime

SWCDP Sanctioned Events

Notices & Emails Sent Prior to Events



**Predatory
Drift**

Events

6:55
7:10

Returning Events

Kick-Off – June 17

Pool Party – Late August

Halloween Event – Nov 4

10 Year Anniversary Re-cap

Story & Photos – New Website

Great turnout & volunteer participation

Robust Activities

Banner thru 2017 (or ?)

Commemorative T-shirts

Some event expenditures will be used ongoing for other events or maintenance

Events - *New*

6:55
7:10

Tiny Paws Big Play

Recall and Rallies

Agility Intro and Tutoring



Tiny Paws

BIG PLAY

15

SWCDP Alternate Dog Park

4-Leggeds – 25 lbs and under

Sundays

X:XXam to X:XXam

Wednesdays

X:XXpm to X:XXpm

Make new friends
Play with other little ones
Celebrate tiny

Tiny Paws, BIG

PLAY



Events - *New*

6:55
7:10

Recall and Rallies

Beginning in July

Alternate Dog Park

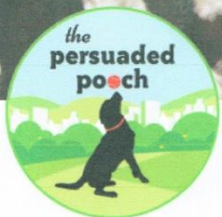
Practice recall

Make it fun, Make new friends



50% Discount – Special SWCDP

Need obedience training now?



New Classes:

“Party Tricks” Class

Tuesdays 5/23-6/13
8:00 to 8:50pm
4 weeks, Cost: \$100

“Leapers & Leash Pullers” Class

Tuesdays 7/25-8/22
8:00 to 8:50pm
(no class 8/8)
4 weeks, Cost: \$100

“Essential Etiquette” classes start every Tuesday* & Saturday!

- Saturdays at 9:30am, Tuesdays at 7:00pm
- No need to wait weeks to start class. Start now!
- Dogs learn good manners in a real life situations
- 6-week course covers essential skills like polite greetings, stay, loose leash walking and more!
- Need to miss a class? No sweat!
- Students receive a 10% off discount at Petsway!
- Cost: \$140

*starting 5/23

Afton White-Rodgers Community Center

Ready to start? Easy online registration at persuadedpooch.com

Have a misguided youngster or unruly adolescent?

Need a little help with

- manners, recall
- self-control, or
- self-confidence

Essential Etiquette Basic Obedience

\$140 **\$70** (6 weeks)

Party Tricks



\$100 **\$50** (4 weeks)

Must register by May 20 for special rate – Class May 23

Amenities / Events

Agility

6:55
7:10

2016 Upgrades Changes	Why?	Tips Help Needed
Fence Ribbons Pause Table Storage Unit Larger Space	<p><u>Diversion</u> Use agility when you need to redirect attention</p> <p><u>Bonding – Brain Work</u> Promotes strong bond Develops self-confidence and coordination Uses brain – think it thru</p>	 <p>Start slow – Keep it fun Put jump rod on ground Use proper jump heights</p> <p>Tether Ball, Too</p> 

Amenities / Events

Agility – New Equipment

6:55
7:10

Tire Jump Break-away



Tunnel / 15 ft



Amenities / Events

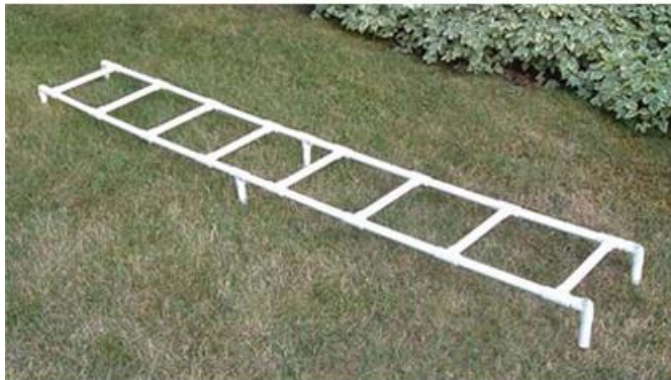
Agility – New Equipment

6:55
7:10

Conditioning Equipment

Practice Coordination, Confidence

Ladder



Rocker Board



*Coming
Summer 2017*

*Thanks, Bob!
(King)*

Website

7:10
7:25

Features

On-Line Registration

On-Line Volunteer Sign-Up

Calendar and Event Flyers

Plenty of stories and photos

Resources for members

Dog Park history, recognition donors, etc

Blog – ongoing dog park updates, articles, tips, and more

First Roll-Out – Summer 2017

Second Roll-Out – Fall 2017

Member Registration Process

Manual Steps

1. Pick up from PO
2. Open mail - review paperwork
3. If previous member, search database info, make sure current info/changes added to database
4. Save and Print Envelope
5. Dog Info - Add new dog if necessary
6. Type key from Owner Info
7. Update info on dogs
8. Add dog picture photo name if there is a photo
9. If new member, add to database
10. Save and Print Envelope
11. Dog Info - Type key from Owner Info
12. Type dog info on each dog
13. Need to add info key for each dog
14. Add dog picture photo name if there is a photo
15. Record tag number for each dog on application
16. Put tags and o-ring in tag envelope
17. Put letter and tag envelope in envelope that matches application name
18. Make sure their picture appears on form
19. Add stamps
if 4 tags - there needs to be 2 stamps or better is 2 envelopes
20. Go back to database and put tag number for corresponding dog
21. Scan pictures
22. Name pictures with last name of owner and dog name
23. Open with paint and resize and crop
24. When all scanned pictures are complete add to dog pictures folder
25. Go to each dog applicant and make File Application
26. Mail envelopes

On-Line Registration

7:10
7:25

Oh, What Can We Say . . .

- Initiated project Feb 2016
 - On hold for six months (Anniv Event)
 - Long list of issues – delays
 - 314 Media
 - Assembled additional SWCDP help
- Thanks Brenda (Luke) and Phil (Palmer, Winnie)

Each member has profile – ability to edit, add dog

It's Working!

Access Control, FOB

7:10
7:25

We Tried!

- Contacted numerous vendors
- Lots of choices in marketplace
- Problems for SWCDP
 - Lack of internet access
 - Current products lack API (need software to connect data to membership database)



**Thanks
Shawn**
(Daisy)

Access Control – 2018

Reports

7:25
7:40

Secretary Report

438 Households

(down 36 from last season)

187 New members

251 Prior members

574 Dogs

(down 70 from last season)

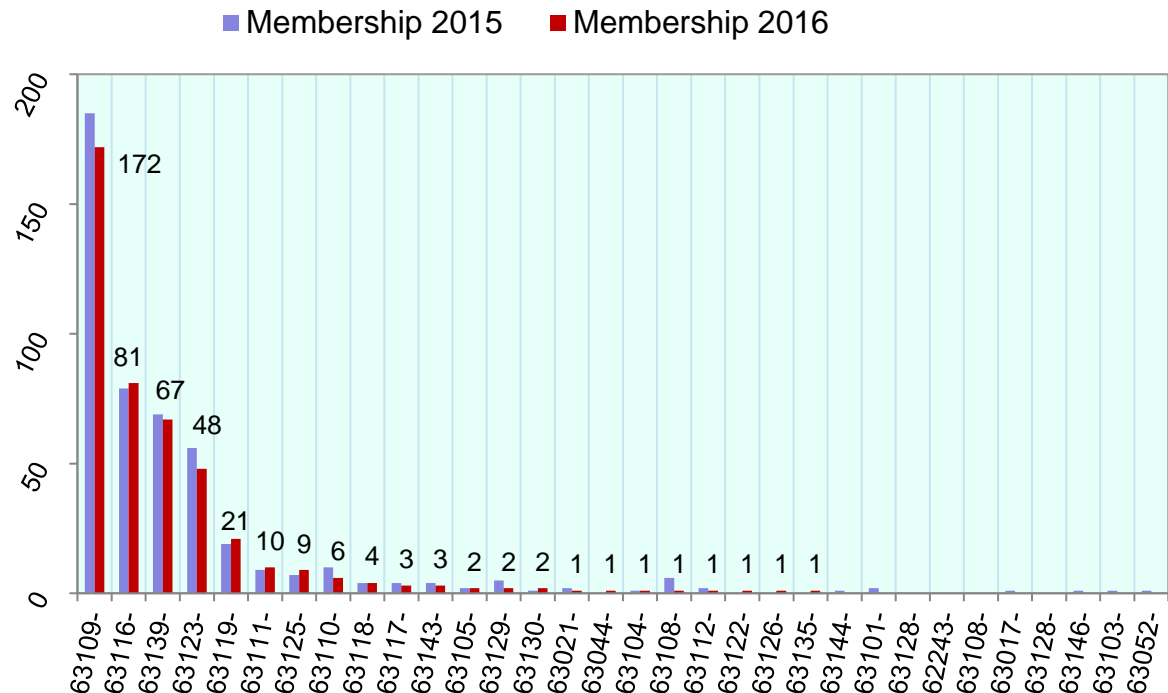
By Residence

364 St. Louis City

74 Outside City

21 SNA

Membership Stats 2016-2017 Season

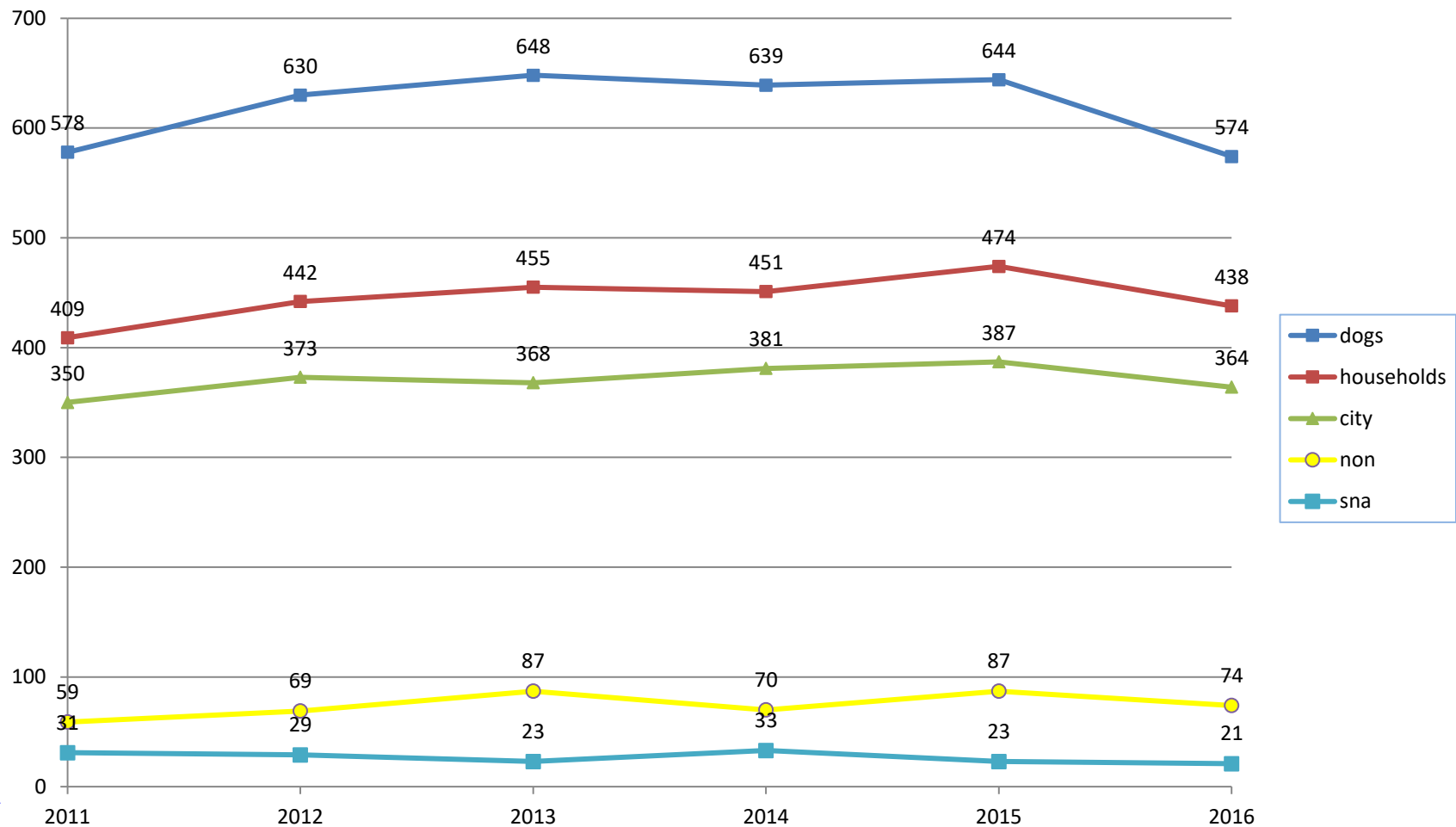


Reports

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Secretary Report

6 Year Membership Comparison



Reports

7:25
7:40

Secretary Report

Revenue 2016 - 2017

Membership		\$	22606
Donations		\$	1155
SWCDP Merchandise			
2 legged	-	\$	692
4 legged		\$	0
		\$	692

Total 2016-2017 Revenue \$ 24525

Reports

7:25
7:40

Secretary Report

Expenses 2016-2017

Yearly Landscape: Startup and Maintenance	13957
Membership (insurance, mailings, tags, etc)	3046
Capital Improvements (Over 5,000)	0
Special Projects	
Web Upgrade (on-line application)	1200
10 Year Anniversary Gala	3206
SWCDP Merchandise	
2 Legged	573
4 Legged	0
	573
GMM (printing, rental)	0
Misc (survey subscription, events, worker refreshments)	3805

Reports

7:25
7:40

Secretary Report

INCOME – 2016-2017 Season

<i>Total 2016-2017 Revenue</i>	24,525
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<i>Total 2016-2017 Expenses</i>	25,787
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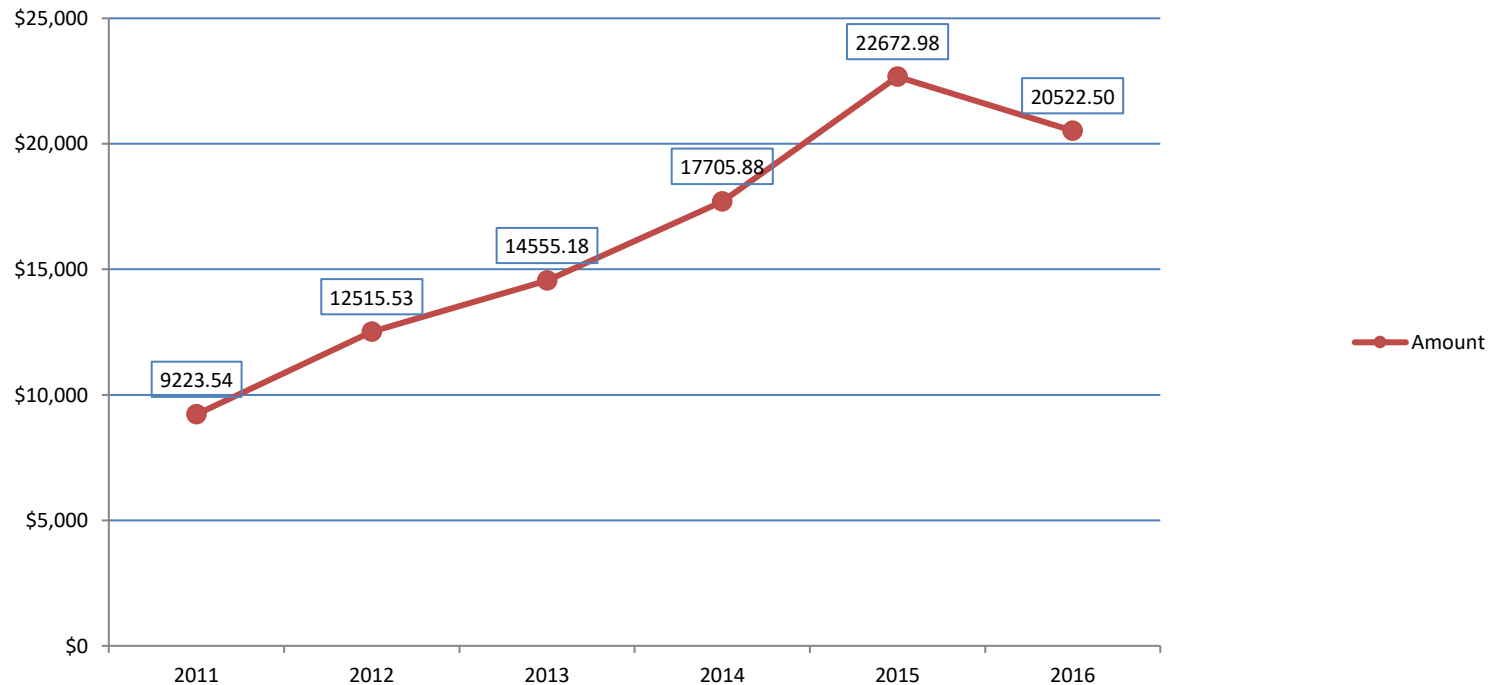
TOTAL REVENUE	-1,262
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6 Year Assets

7:25
7:40

2011	2012	2013	2014	2015	2016
9,223	12,515	14,555	17,705	22,672	20,522

Dog Park Assets



6 Year Assets

7:25
7:40

2011	2012	2013	2014	2015	2016
9,223	12,515	14,555	17,705	22,672	20,522

- 2011-2012 **Water stations (3) purchase and install**
- 2012-2014 **Big Dig I** (Divert water drainage, enlarge Sta 1)
Big Dig II (Pool pad at Sta 3) – addl improvements
Big Dig III (Dog wash at Sta 5)
- 2012-2013 **Signage / Message Boards**
- 2012-2015 **Events and Dog Sports**
- 2014-2015 **Sidewalk and Patio**
- 2016-2017 **Website Upgrade, Electric, 10 Year Anniv Event**

Coming Soon **Key Fob Entry**

Reports

7:25
7:40

Treasurer Report

- **Annual Tax Return** – Completed prior to May 15th due date
- **990-N** – “E-file” required for organizations under \$50,000 revenue; informs IRS that SWCDP is active
- **Sales Tax Exempt** – 2013 approved by MO Dept of Revenue; annual “good standing filing”

Reports

7:25
7:40

Treasurer Report

- **Insurance Policy** – General liability includes StL City per Ordinance 66595
- **Money Market Status** – \$9,032 balance; Interest rate .2705 %
- **Money Market Purpose**
 - Create savings – separate from operating funds for special projects
 - Be own funding source – no borrowing

Long Range

6:40
6:45

Things to Think About

SWCDP Savings, Fund Raising, Grants

Member Survey Fall 2017

Waste Water Drainage

Water Park

Pavilion

Permanent Climbing Feature

Agility – Special Turf

Reconfigure Fence Line

Increase Size

Long Range

6:40
6:45

Potential Dog Park

Sublette Park 63139

Contact

Paul Deluca

314-852-9998

Paul.W.Deluca@nga.mil

Door Prizes

7:45
8:00

Thank You for Attending *GMM*
Must Be Present To Win

SWCDP Membership (1)

**SWCDP 10 Year Anniversary
Commemorative T-Shirt (5)**

GMM End Game

8:00
8:15



CAFETERIA LAYOUT – 8:15 pm

GMM Attendees – PLEASE HELP WITH TEAR DOWN

Here is how we found it. Here is how we leave it.

Janitor must close school building at 8:30pm