



Southwest City Dog Park

General Membership Meeting

May 17, 2018

GMM End Game



CAFETERIA LAYOUT – 8:15 pm

GMM Attendees – PLEASE HELP WITH TEAR DOWN

Custodian must close school building at 8:30pm

Attendance Prizes

Must Be Present To Win – 7:30pm

Thank You for Attending GMM

SWCDP Membership (1)

**SWCDP 10 Year Anniversary
Commemorative T-Shirt (4)**

GMM Program

6:30
6:35

Program Segments

Time

Introductions

6:35 – 6:45

Volunteers – Dog Park Future

6:45 – 6:50

Turf News

6:50 – 6:55

Short & Long Range Plans

6:55 – 7:00

Reports – Secretary / Treasurer

7:00 – 7:10

Season Events

7:10 – 7:20

Tips for Successful Season

7:20 – 7:30

Door Prizes

7:35 – 7:45

Introductions

6:35
6:40

SWCDP Board

Steve – Treasurer

- Serving SWCDP since 2012
- BSBA Accounting – CPA
- Multi years accounting experience
- 14 yrs non-profit accounting
- 8 million dollar budget
- Reconciliations, external reporting, treasury

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

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

6:35
6:40

Introductions

Ongoing Key Volunteers

Bill Adams

Our “Poopmeister”, special projects, turf

Jane Alles

Events, gardening and turf

Betsy Boedeker

Agility course set up, training, tutoring

Annette Cantieri

Past SWCDP President, Events, Turf & Gardening

Bob Hasler

Construction, special projects, events, maintenance, turf and hauling

Micca Hollon

SAIC, emergency and safety, events

Kay Jennings

SAIC, events, special projects, turf and gardening

Vicki Laughlin

Events, gardening and turf

Amy Lesmeister

Events, gardening and turf

Julie Martinson

Events, gardening and turf

Volunteerism

Dog Park Future Depends on Volunteers

Can SWCDP operate with only 5 volunteers? Yes, but . . .

Your dog park experience would change dramatically!

Membership

App process; Hotline

Turf & Gardening

Adopt garden, ongoing

Maintenance

Minor repairs, agility course, pools

Education, Sports & Safety

Fun, educational

Events

Planning, event workers

Fundraising

Free stuff Swag Bags, prizes; big \$

Ad Hoc – On Call

Late May – Spring Clean-Up

Special Projects

Future big projects

6:45
6:50

Turf News

6:50
6:55

Updates

Season Closing – Sunday, March 26

Turf Renovation – Thursday, April 5

Extremely slow growth – May 10

Established turf / First cut – May 8

Opening Day – June 1, Friday, 6:00am

This is Tentative

Turf News



**Not
So
Good**



Short Range Plans

Projects in Varying Degrees of Completion

**Money Market Funds
2018-2019 Operating Funds**

- **Round picnic table – Alternate**
- **Website tweaking / upgrades**
- **Access control system**
- **Permanent on-site storage facility**
(12-18 month goal, maybe next season budget)

**6:55
7:00**

Access Control System

Benefits

- Better control – Reduce trespasser issues
- Can restrict access for temp or perm termination
- Assist SAIC / Management – know who is on playground at any given day/time

Challenges

- Lack of internet access
- Current products lack API (need software to connect data to membership database)

6:55
7:00

7 Year Assets

2011	2012	2013	2014	2015	2016	2017
9,223	12,515	14,555	17,705	22,672	20,522	24,119

- **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 On-line registration, Electric-Alternate, 10 Year Anniv Event**
- **2017-2018 Website Upgrade – big fixes**

6:55
7:00

Long Range Ideas

Member Input Via Fall 2018 Survey

**Money Market Funds, Grants, Fundraising
Future Operating Funds**

- **Waste water drainage system**
- **Fencing (repair & replace)**
- **Reconfigure fence line – more space ??**
- **Water park feature**
- **Pavilion**
- **Permanent maze / climbing feature**
- **Agility – special turf (no cutting)**

6:55
7:00

Reports

Secretary Report

536 Households

(up 98 from last season)

309 New members

227 Prior members

693 Dogs

(up 119 from last season)

By Residence

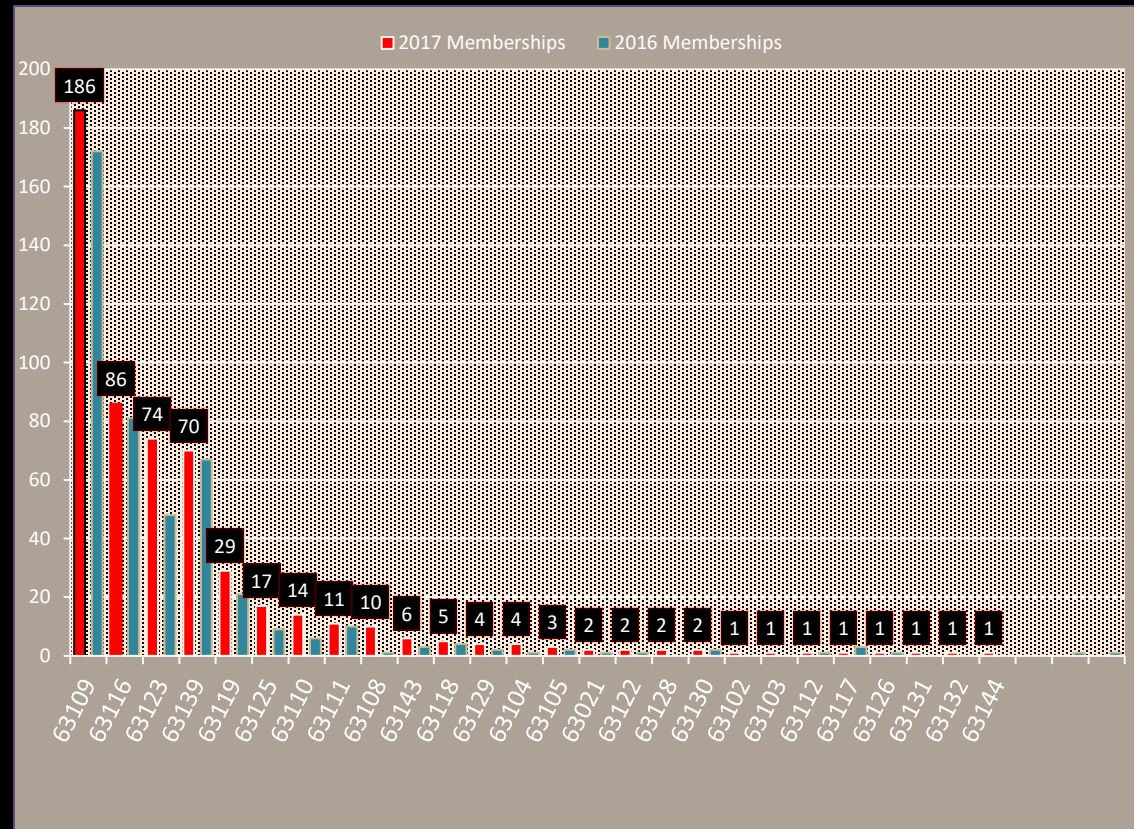
421 St. Louis City

115 Outside City

22 SNA

76.3% used online application

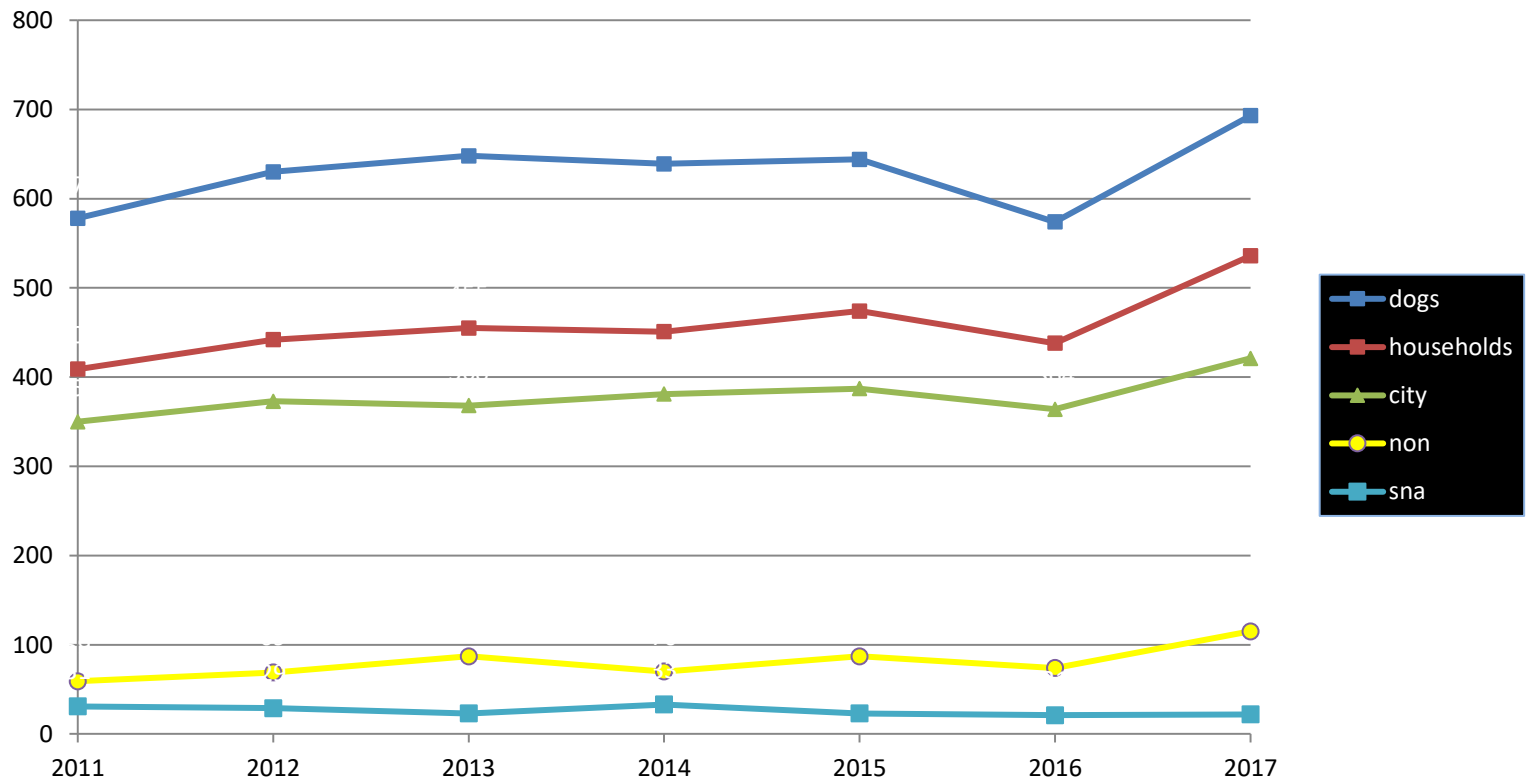
Membership Stats 2017-2018 Season



Reports

Secretary Report

7 Year Membership Comparison



Reports

Secretary Report

Revenue 2017 - 2018

Membership	\$	26339
Donations	\$	0
Ear Marked for Terry/Micca 181.00		
SWCDP Merchandise		
2 legged	\$ 563	
4 legged	\$ 0	
	\$	563

Total 2017-2018 Revenue \$ 26520

Reports

Secretary Report

Expenses 2017-2018

Yearly Landscape: Startup and Maintenance		12,839
Membership (insurance, mailings, tags, etc)		3,814
Capital Improvements (Over 5,000)		0
Special Projects		
Web Expense (upgrade to backend)		4705
SWCDP Merchandise		
2 Legged	288	
4 Legged	0	
		288
GMM (printing, rental)		0
Misc (survey subscription, events, worker refreshments)		1709
		<hr/>

Total 2017-2018 Expenses

23,355

Reports

Secretary Report

INCOME – 2017-2018 Season

Total 2017-2018 Revenue 26,520

Total 2017-2018 Expenses 23,355

TOTAL REVENUE 3,165

Reports

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”

7:00
7:10

Reports

Treasurer Report

- **Insurance Policy** – General liability includes StL City per Ordinance 66595
- **Money Market Status** – \$18,619 balance; Interest rate .75 %
- **Money Market Purpose**
 - Create savings – separate from operating funds for special projects
 - Be own funding source – no borrowing

Season Events

Season Kick-Off

Saturday, June 16

Puppy Pool Party

August Date to be determined

Fall Celebration & Halloween Contest

Saturday, November 3

Other Events, to be determined

Agility – Other Sports & Training

Movie Night and Cook Out

Sunday Seniors Social

**7:10
7:15**

Tiny Paws, **B I G P L A Y**



25 lbs or under

Make new friends

Play with other
little ones

Celebrate tiny

24

Saturdays

9:00am to 11:00am

Sundays

9:00am to 11:00am

Tuesdays

6:00pm to 8:00pm

Tuesdays

6:00pm to 8:00pm

**7:10
7:15**

Agility

Builds self-confidence, trust, teamwork

All agility activity must be supervised by an adult

Major 2017 Upgrades

- 15 ft tunnel
- Pause table
- Break-away tire jump
- Multiple weave poles
- Multiple jump sets
- Training ladder
- Training rocker

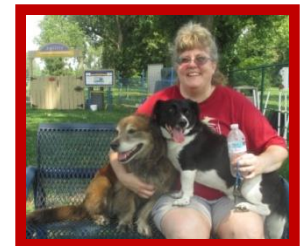
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2018-2019 Season Activities

- Free July Intro / Demo
- Free August Intro / Demo
- Fee-based Sept Tutoring
- Fee-based Oct Tutoring

Meet BeTSy

SWCDP member
Agility enthusiast
Agility trainer



Playground Success

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

7:20

7:30



**Predatory
Drift**

Playground Success

Contractor Protocol

Contractors Have Right-of-Way

Hilltop , Hydro, Etc.

Leash your dog

Go to Alternate

Leave until they are gone

Go home, come back later

GRASS CUTTING
Tuesday Mornings

Treats, Courtesy

No treats or food

No alcohol or smoking

Be respectful of member's wishes

Pool , Hose , Gate Protocol

Keep gates closed

Don't dump repeatedly

Don't run hose

Keep water buckets filled

Temp Closings

Pool Pad in Main

Hose Area in Alternate

Weather or Maintenance

7:20
7:30

Playground Success

Dog Play

Read User Guide – Know Your Dog

Rough play is not aggression – know the difference

Don't let your dog be a “jerk”
But...let your dog be a dog!

Community attitude – Do what is best for dog park peace

No Tag No Admittance No Exceptions

Use at own risk – Monitor trespassing / Report it

Hot Spots

Entry - Gangway
Fence Line

SWCDP Merchandise

Small fundraising opportunity for dog park
Help build our brand in the community

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7:20
7:30

Attendance Prizes

Must Be Present To Win – 7:30pm

Thank You for Attending GMM

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Commemorative T-Shirt (4)**