

Southwest City Dog Park General Membership Meeting

**May 08, 2013
Buder Elementary School**

GMM End Game

9:00
9:15



CAFETERIA LAYOUT – 9:15 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 9:30pm

Program Intro

7:00
7:05



Nuts & Bolts



Refreshments and Restrooms



Ballots, GMM Critique, Sign-Up



Herders and Retrievers



Time Clock and Segments



Applications and Tags



Dog Park Merchandise and Inventory



Tear Down

Program

7:05
7:10

Overview



Project Updates



Administrative Updates and News



Turf Update



Ballot Issues and Q & A



More info – Kick-Off Weekend

Entry-Way Message Board

7:10
7:15

Funded by
Veterinarian Sponsorship
SAFETY FIRST Program



Leashless in St. Louis

S.W. City Dog Park
in Willmore Park

A leash-free park for dogs and their humans to play, make friends and enjoy the outdoors in the city

MEMBERSHIP REQUIRED

Check out our pawsitively fetching features:

- 1.15 Acres Fenced in Fun, Two Playgrounds**
 - Main - High energy area, lots of activity
 - Alternate - Low energy, special needs area
 - Alternate - Wheelchair accessible
- Dogs of all Sizes Welcome**
- No Bully Breed Discrimination**
- Plenty of Water**
- Dog Pools for Hot Days**
- Multiple Water Stations for Drinking**
- Wash-Off Station for Clean Up**
- Benches and Picnic Tables for Relaxing**
- Organized Dog and Owner Activities**
- Separate Agility Course Inside Park**
- And Much More**

Join the Fun—Become a Member!
swcitydogpark.org • 314-527-2012

MANAGED BY SWCDP, A VOLUNTEER, 501(c)(3) NON-PROFIT ORGANIZATION

Front Garden Arched Sign

7:10
7:15

Funded by

Veterinarian Sponsorship

SAFETY FIRST Program

Dog Wash & BIG DIG III

7:15
7:20

Funded by
Member Donations
Net Profit from 4-Legged Gear



We Got It Done

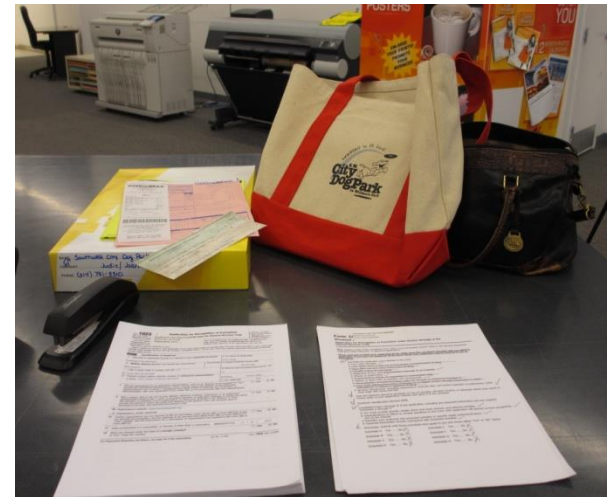
7:20
7:30

- ✓ **Bylaws, Board Structure, 501c3 status**
- ✓ **Mission Statement**
- ✓ **Conflict of Interest, Audit, Accountability**
- ✓ **Financial Autonomy**
- ✓ **SNA Sponsorship Ongoing**
- ✓ **Met or Exceeded Fund Raising Goals**
- ✓ **Special Projects – On-Time; On-Schedule; On-Budget**

Bylaws & 501c3

7:20
7:30

- ✓ Washington University School of Law
Non-Profit & Intellectual Property Clinic
Start to Finish Meetings & Document Development 60 Days
- ✓ Incorporated in 2012
- ✓ IRS Form 1023 in 2012
Develop multiple documents – 30 pg form / 28 pg attachments
Approval within 90 Days
- ✓ Board Structure (BOG, EB, AB)



Mission Statement

7:20
7:30

SWCDP is responsible for the development and year-round operations of Southwest City Dog Park.

SWCDP's contribution to community is accomplished through donated time and talent of the **SWCDP** members. The city dog park is open to any/all, by way of an annual paid membership (a user fee).

SWCDP efforts provide the community with a fenced-in urban green space

exercise and socialize their dogs

educational information related to canine health, safety, well being

safe venue for the community to come together

City Parks Mtg

7:30
7:35

- 10-12 River Birch Trees
- Front Entrance
 - 2013 Funds Secured for Project
 - Pathway ADA Compliant
 - Design Work and Install – TBD
 - SWCDP Must Provide ADA Compliance
- SWCDP to Meet City ADA Attorney
- City Surveyor Etc – TBD
 - Evaluate grade and water pooling
- Permanent Structures
 - Winter Shelter OK – as temp
 - All Structures Meet: Permits & Guidelines – Building Div
 - PLUS **“Cultural Research Review Board”**

City Parks Mtg

7:30
7:35

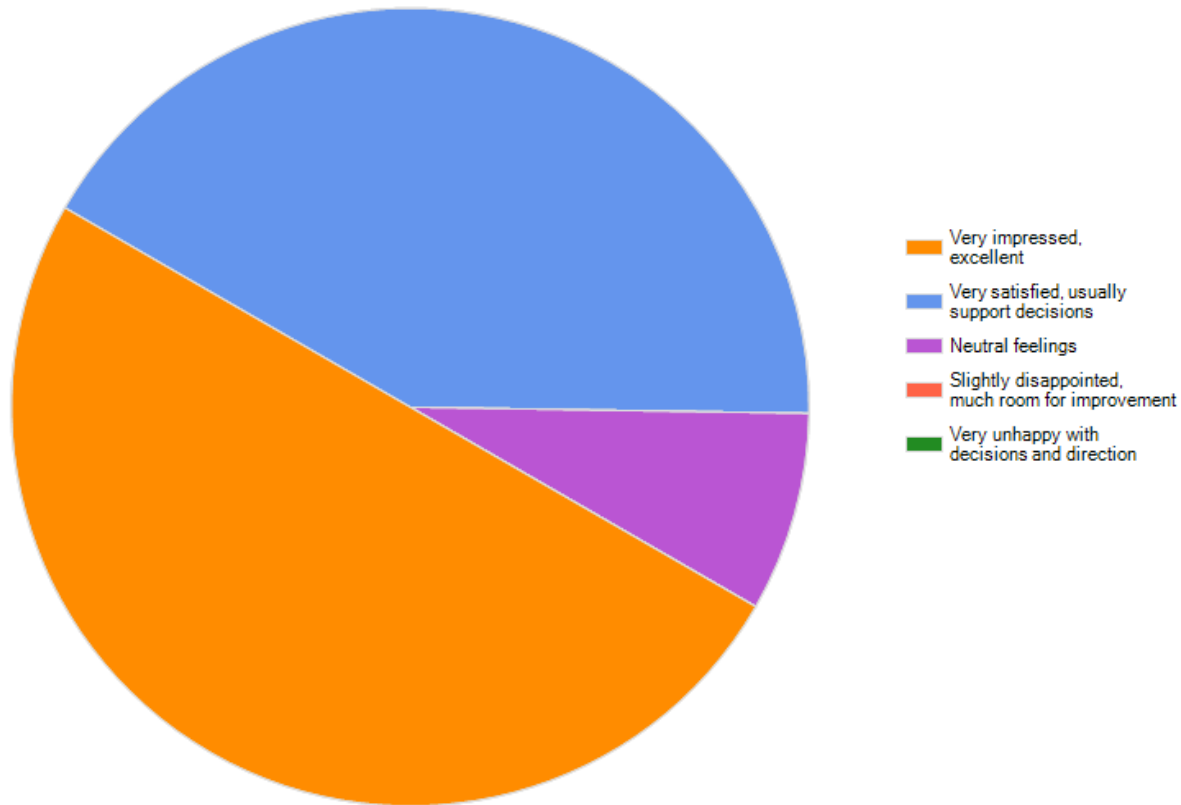
Follow Up Items

- ADA laws as it relates to SWCDP rules
- ADA laws as it relates to SWCDP Alternate / Dog Wash
- Trespassing laws, fines
- Park Rangers – other contact info
- Front Entrance Design and Install Schedule

How Are We Doing?

7:35
7:40

SWCDP MANAGEMENT How do you feel about current SWCDP management (leadership, decisions, consistency, quality, improvements, direction, communications, etc.)?



Joan – Secretary

- Serving SWCDP as Secretary since 2007
- 30+ yrs Information Technology (IT)
Database / Applications Development
- Database / Systems Mgr (top med school)
- Secretary / Treasurer Bowling League
Bonded, \$20,000
Legal oversight as Power of Attorney

Steve – Treasurer

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

Judi – President

- Serving SWCDP since 2011
- 30 yrs recruiting, sales, marketing
- Develop policies, procedures, systems
- Volunteer leadership
- Events Planning & Oversight
- Newsletters, Newspaper column

2012-2013 Re-Cap

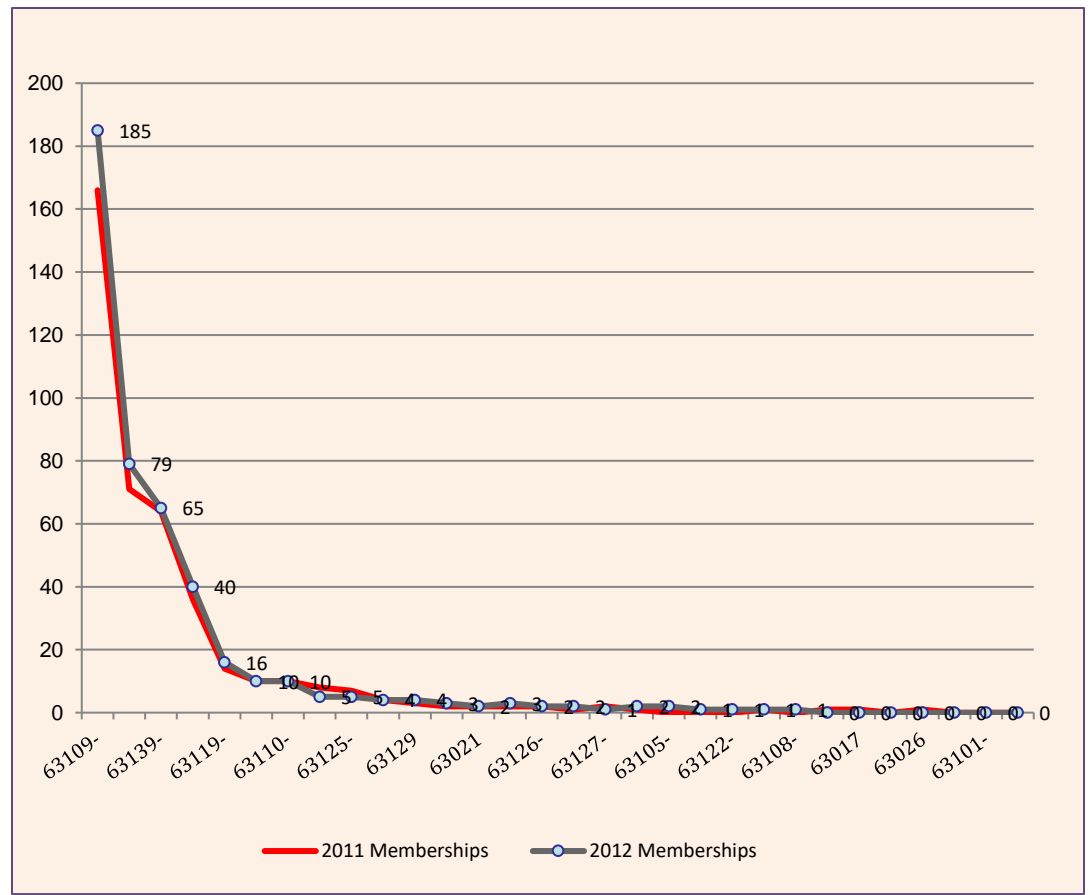
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7:55

442 Households
(+1% from 2011)

170 New members
272 Prior members
630 Dogs
(+1% from 2011)

By Residence

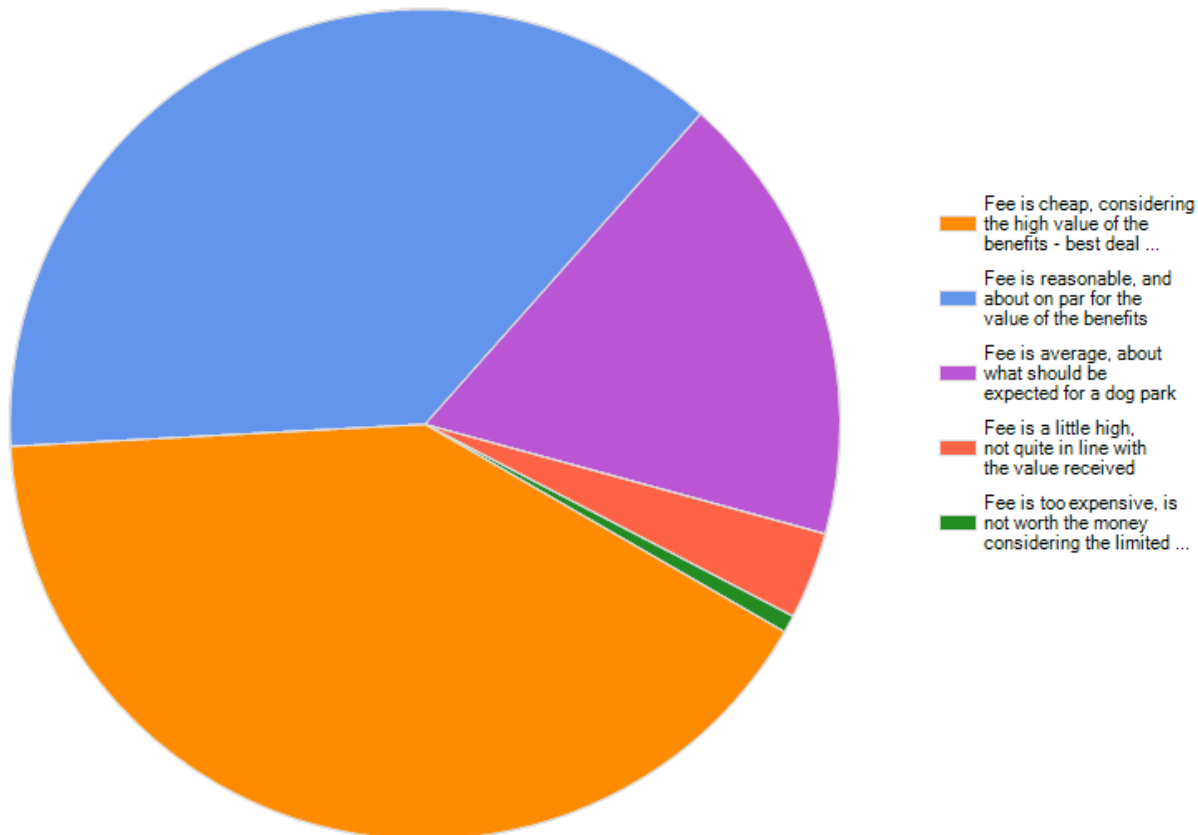
373 St. Louis City
29 SNA
69 Outside City



Value of Fee?

7:45
7:55

VALUE OF FEE How do you rate the annual SWCDP membership fee?



Financials - Revenue 2012-2013

7:45

7:55

Revenue		
Membership	\$	20956
Donations		
Dog Wash	\$	4140
Safety (Vet Sponsorship)	\$	1400
Other	\$	145
	\$	5685
SWCDP Merchandise		
2 legged	\$	1425
4 legged	\$	4915
	\$	6340
Events	\$	<u>225</u>
<i>Total 2012-2013 Revenue</i>	\$	33206



Financials - Expenses 2012-2013

7:45
7:55

Expenses		
Yearly Landscape, startup and Maintenance	\$	9132
Membership (Insurance, Mailings, Tags, etc)	\$	4104
Capital Improvements (Water Bowls, Fencing)	\$	4348
Special Projects		
Dog Wash	\$	4510
Safety (Message Board, Arched Sign)	\$	1689
	\$	6199
SWCDP Merchandise		
2legged	\$	1431
4legged	\$	3287
	\$	4911
GMM (Equipment Rental, printing)	\$	340
Misc (survey, 1023, worker refreshment, event cost)	\$	2419
Total 2012-2013 Expenses	\$	31453



Financials - Income 2012-2013 7:45 7:45

INCOME for 2012-2013 DP Year

<i>Total 2012-2013 Revenue</i>	\$	33206
<i>Total 2012-2013 Expenses</i>	\$	31453
	\$	1753



Financials - Budget 2013-2014

7:45
7:55

Revenue

Memberships	\$	22000
SWCDP Merchandise	\$	2000
Donations		2500
<i>Total 2013-2014 Revenue</i>	\$	<u>26500</u>

Expenses

Landscaping (Startup, Maintenance)	\$	6400
Grounds Upkeep, Special Purchases	\$	7750
Capital Improvements	\$	2500
Events (GMM, Volunteer Party, Other)	\$	1500
SWCDP Merchandise Production	\$	900
Membership (Insurance, Printing, Tags)	\$	4200
Misc. (Consumables, Maint.,etc)	\$	1000
<i>Total 2013-2014 Expenses</i>	\$	<u>24250</u>

Income

Total 2013-2014 Income \$ 2250



Finance Reports

7:55
8:00

- SWCDP is a 501 (c) 3 federal income tax exempt charitable organization in the eyes of the IRS.
- Annual return is due by May 15th of following year.
- Organizations with less than \$50,000 in revenue allowed to “e-file” form 990-N; also referred to as an e-postcard filing.
- Organizations with over \$50,000 in revenue have more extensive reporting requirements.
- This is an information filing only to make sure organization is still active/a going concern.
- Return has been filed already for 2012 tax year.

Finance Reports

7:55
8:00

Annual Audit

- Audit is to ensure stakeholders that financial records are accurate and complete.
- Initial audit will cover calendar year 2013 due to transition from SNA.
- May be conducted by an individual or committee – still to be determined.
- Audit can be volunteered; not necessarily a charge for it.

Turf & Grounds

8:00
8:15

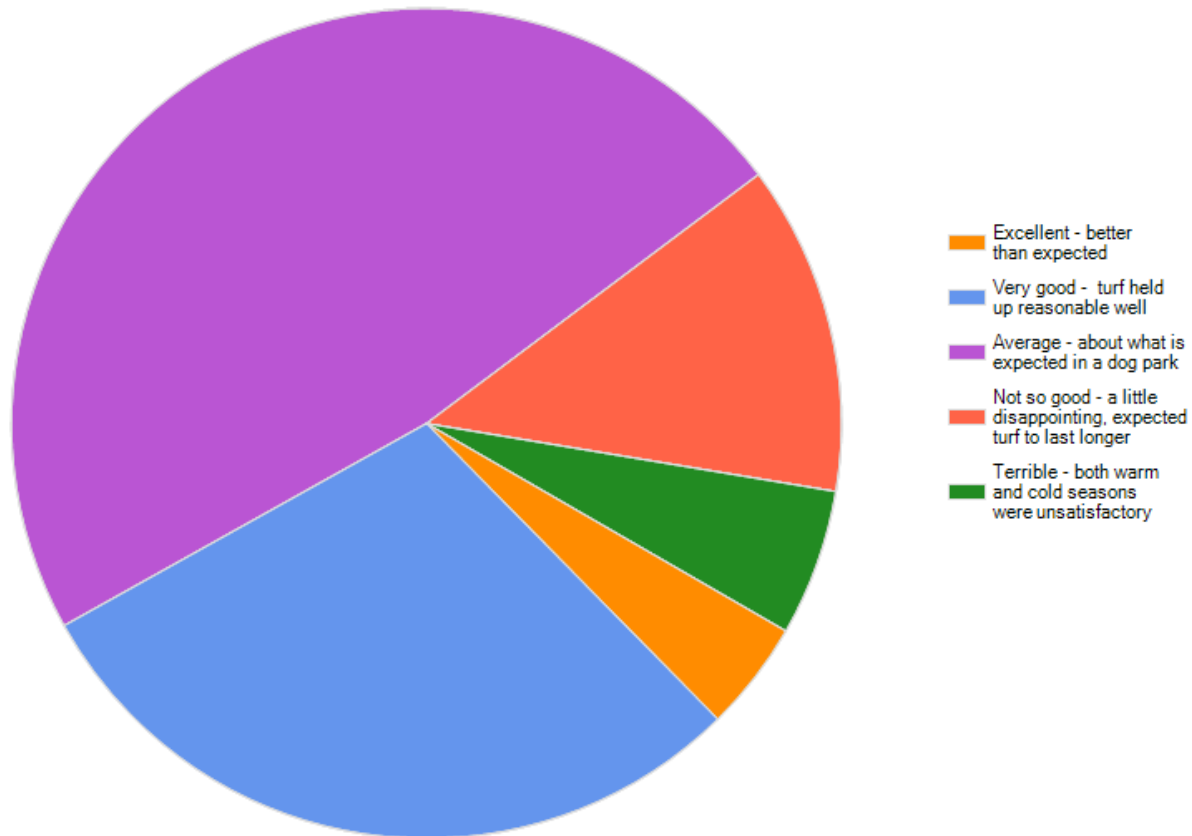
A Blast From the Past – prior to BIG DIG I



Turf Conditions

8:00
8:15

TURF CONDITION How do you rate the overall condition of the turf this past season?



Turf Update

8:00
8:15

A Snap Shot on May 7



**Vote
1**

Community

**8:15
8:20**



**KEEPING PETS AND
PEOPLE TOGETHER.**

Bi-State Pet Food

8:15

8:20



About the pantry

EACH MONTH

- Help between 150-200 families
- 500-750 cats and dogs
- Distributes 12,000 – 18,000 pounds of food, treats and litter

Our numbers have greatly increased since September 2012

**Vote
1**

Pet Food Pantry

**8:15
8:20**



KEEPING PETS AND
PEOPLE TOGETHER.

- Member participation is optional
- Bring dog food to SWCDP Saturday mornings following quarterly newsletter (dates tbd)
- Two SWCDP members will coordinate

Vote - Should we do this?

Yes

No

Bordetella Vaccine

Pros

- Safety First
- Illness can be serious
- Need for boarding, etc
- Polled strongly in survey

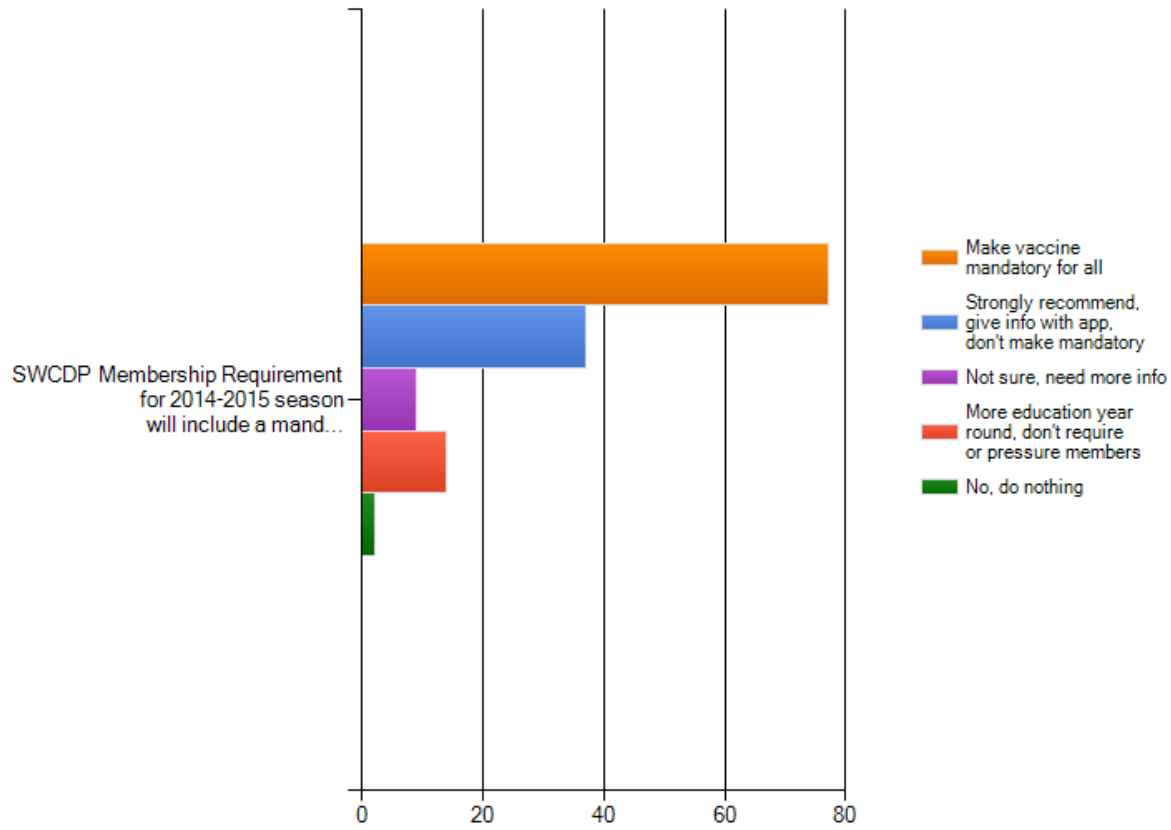
Cons

- Doesn't cover all strains
- Lose some members
- Some dogs are allergic
- Added expense

Vote - Should we do this?

Yes - Recommend Only - No

BORDETELLA VACCINE How do you feel about the following statement?



Vote

3

Policy

8:20

8:30

Outside Organizations

Pros

- Community engagement
- May increase membership
- Help worthy dog groups
- Potential revenue stream

Cons

- Use of Alternate
- Potential problems
- Potential security hazard
- SWCDP volunteers

Vote - Should we do this?

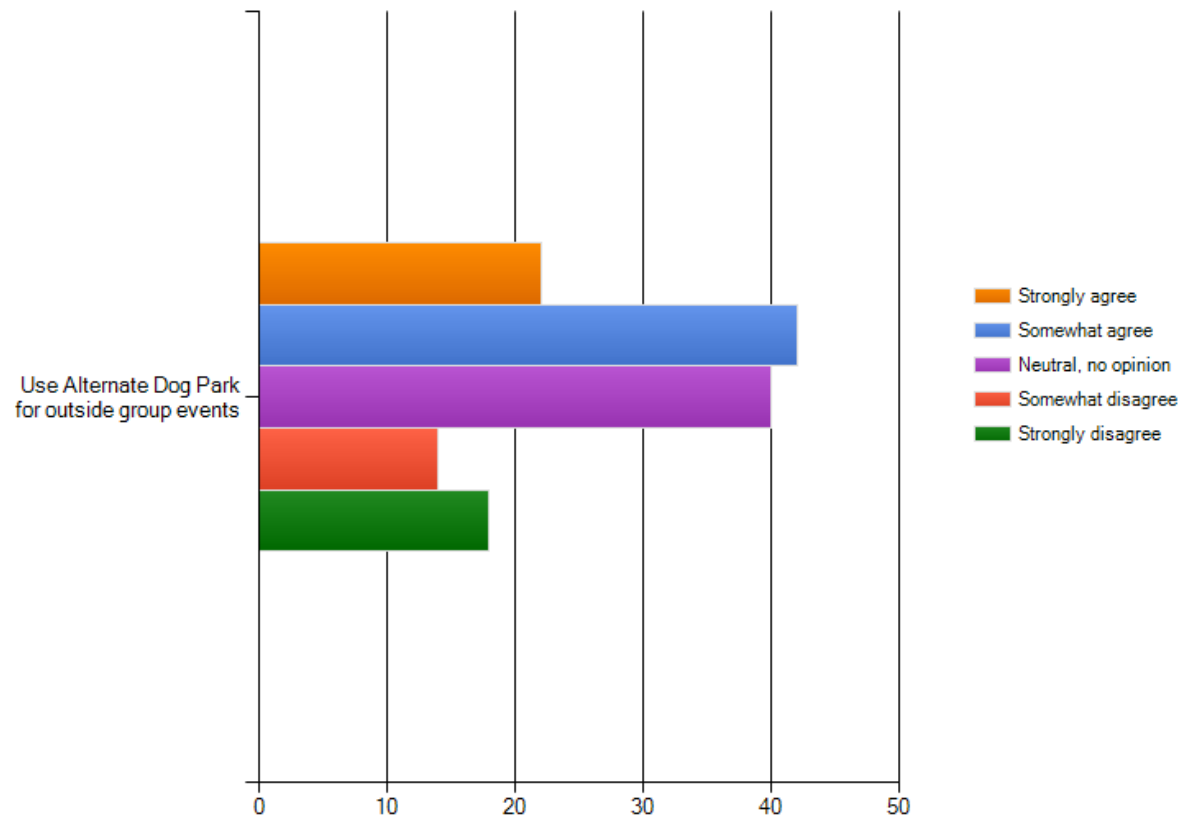
Yes - NPOs Only - No

Outside Groups

8:20

8:30

OUTSIDE ORGANIZATIONS using our dog park
How do you feel
about using our Alternate Dog Park for outside groups?



**Vote
4**

Contest

**8:20
8:30**

Name Winter Shelter

Current Name

Pawsvilion

Challengers

Pup Tent

Bob-a-cabana

Mutt Hutt

Digloo

Paw Pad

Time Out

Puppy Patch

Vote – Select your favorite name

Q & A

8:30
8:45

Questions
Related to Ballot Issues

Questions
General

Prizes

8:45
9:00



Thank you for coming!

We have 9 door prizes

**Check your ticket number
As we draw the winners**

Ballot Items

- **VOTE 1 Bi-State Pet Food Pantry**
- **VOTE 2 Bordetella Vaccine**
- **VOTE 3 Outside Groups**
- **VOTE 4 Winter Shelter Contest**

GMM Evaluation
Volunteer Sign-Up

GMM End Game

9:00
9:15



CAFETERIA LAYOUT – 9:15 pm

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