



**W E L C O M E**

**Southwest City Dog Park**

**General Membership Meeting  
May 18, 2016**

# GMM Program

<b>Program Segments</b>	<b>Time</b>
<b>Guest speaker</b>	<b>6:35 – 7:15</b>
<b>Introductions / General Info</b>	<b>7:15 – 7:30</b>
<b>Asset Trend / Capital Improvements</b>	<b>7:30 – 7:45</b>
<b>Secretary / Treasurer Reports</b>	<b>7:45 – 7:55</b>
<b>Turf Update Etc</b>	<b>7:55 – 8:00</b>
<b>Tweaks &amp; Changes</b>	<b>8:00 – 8:15</b>
<b>Events, Education, Volunteerism Dog Park Future</b>	<b>8:15 – 8:30</b>
<b>Donors, Prizes, Commercial Sign-up</b>	<b>8:30 – 8:45</b>

# Guest Speaker

## *Introduction*

### **Meagan Brophy, DVM**

- **Webster Groves Animal Hospital**
- **Robust Dental Staff**
- **Willow's "Dentist"**

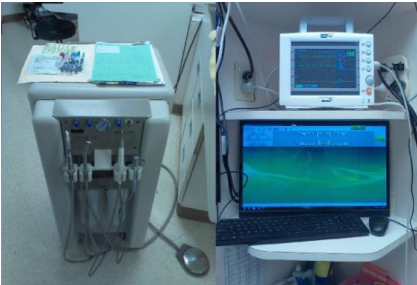
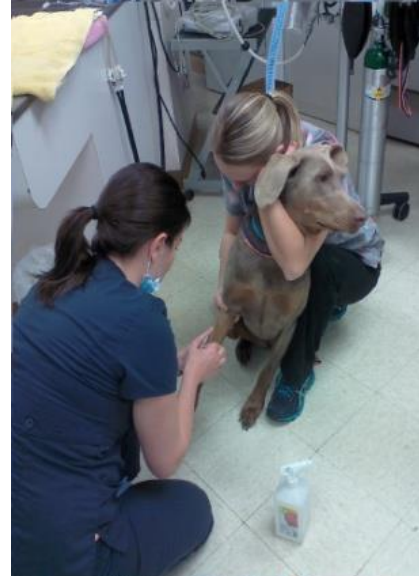


# Guilty!





# Prep Time







# Switch to Dr. Brophy's Slides

**6:35**  
**7:15**

# Door Prizes Commercial Sign-Up

Did You Get Your  
Name Tag & Ticket?

**Must Be Present To Win**

Restrooms - Refreshments



# GMM End Game



## CAFETERIA LAYOUT – 8:55 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 9:00pm

# 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

# Introductions

## 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

### Steve – Treasurer

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

# Introductions

## SAIC

### Safety & Incident Committee

Jane S (*Bill, Jack, Rosie*)

Micca H (*Clionda, Theia*)

Kay J (*Cinnamon, Gus*)

Lisa M (*Cleo, Ghost*)

## Maintenance, Repairs & Special Projects

**Bob H** (*King*)

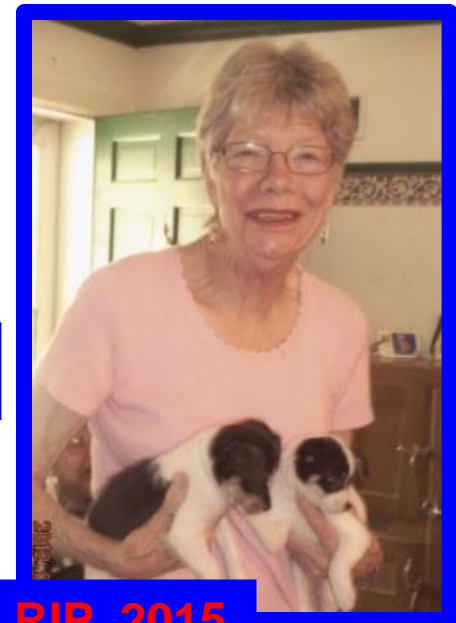
**Bill A** (*Cowboy*)

## Many Years of Service

**Mary Riley**

(*Wyn, Zuma, Jazz, Tristan – and many more!*)

**Managed SWCDP phone, participated in events and incident reviews, general tasks & donations**



**RIP 2015**



# 5 Year Assets

2011

2012

2013

2014

2015

9,223

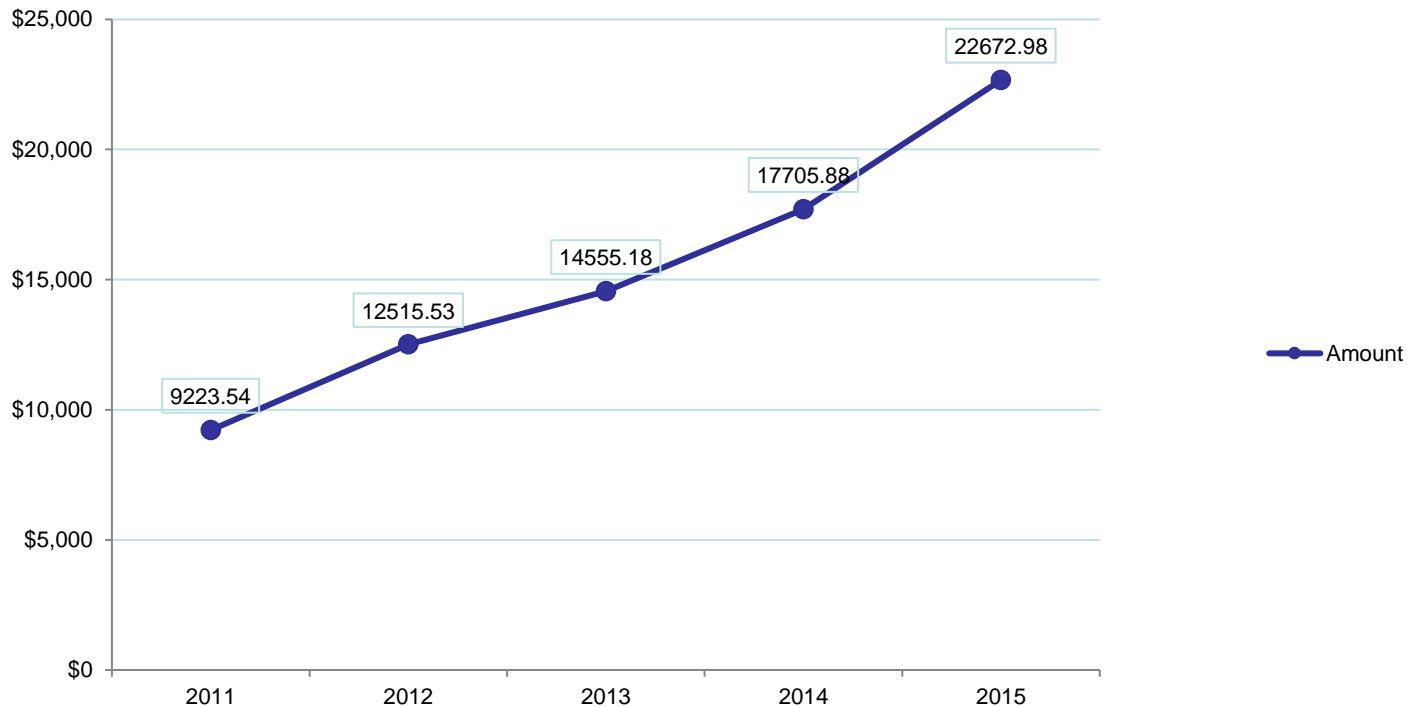
12,515

14,555

17,705

22,672

Dog Park Assets



# 5 Year Assets

2011

2012

2013

2014

2015

**9,223**

**12,515**

**14,555**

**17,705**

**22,672**

## Major Improvements

- 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 *Coming Soon*  
**Electric, Key Fob Entry, Website Upgrade**  
including on-line app

7:30  
7:40

Prior to 2012  
and  
**Big Dig I**





Prior to 2014  
and  
**Side Walk**



# Realities & Dreams

## Capital Improvements

### Projects In Works

#### Website

- WordPress conversion
- Added features, photos, blog, calendar, and more
- On-line application & merchandise
- Access to your profile, self update

#### Electric

- Outside contractor – bore from park maintenance building to gate & Alternate areas
- Current needs, anticipate future

#### Access Control

- Key fob for entry and exit

### Projects on Wish List

Better drainage for pools

Fenced in Doggie Water Park, sprays, misters, small soaking pools, etc.

Pavilion – with removable clear sides to be used during cold / windy winters

More space – Aaahhh!

What else?



# Reports

## Secretary Report

**474 Households**

(up 21 from last season)

**215 New members**

**259 Prior members**

**644 Dogs**

(up 5 from last season)

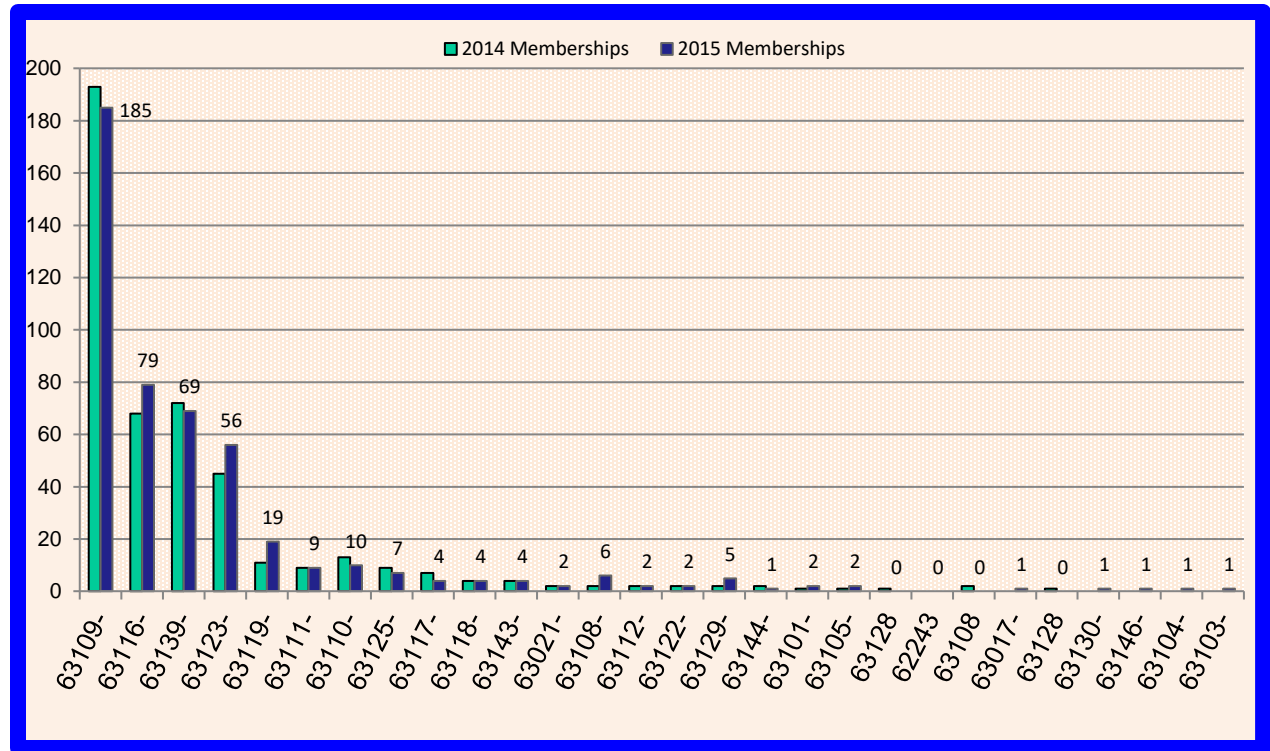
### By Residence

**387 St. Louis City**

**87 Outside City**

**23 SNA**

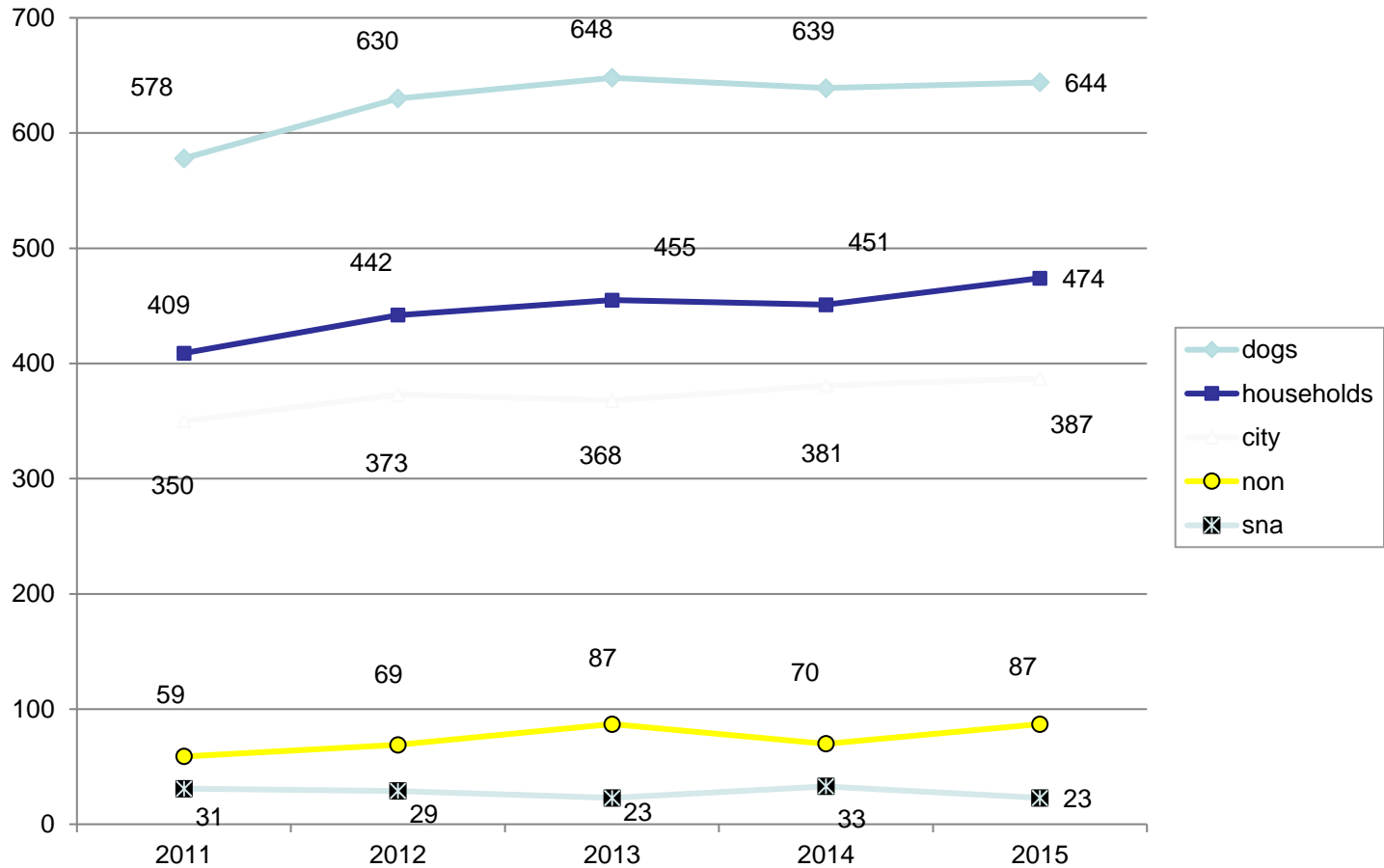
### Membership Stats 2015-2016 Season



# Reports

## Secretary Report

### 5 Year Membership Comparison



# Reports

## Secretary Report

### Revenue 2015 - 2016

Membership		22,728
Donations		28
SWCDP Merchandise		
2 Legged	313	
4 Legged	0	
		313
Other Income		104
<b>Total 2015-2016 Revenue</b>		<b>23,173</b>

# Reports

## Secretary Report

### Expenses 2015-2016

<b>Yearly Landscape: Startup and Maintenance</b>		<b>11,925</b>
<b>Membership</b> (insurance, mailings, tags, etc)		<b>3,153</b>
<b>Capital Improvements</b> (Over 5,000)		<b>0</b>
<b>Special Projects</b>		
<b>Web Upgrade</b> (on-line application)		<b>1,400</b>
<b>Education</b> (Dunbar tapes/seminar)		<b>531</b>
<b>SWCDP Merchandise</b>		
2 Legged	<b>122</b>	
4 Legged	<b>0</b>	
		<b>122</b>
<b>GMM</b> (printing, rental)		<b>188</b>
<b>Misc</b> (survey subscription, events, worker refreshments )		<b>2,010</b>
		<hr/>
<b>Total 2015-2016 Expenses</b>		<b>19,329</b>

# Reports

## Secretary Report

### INCOME – 2015-2016 Season

<i>Total 2015-2016 Revenue</i>	<b>23,173</b>
<i>Total 2015-2016 Expenses</i>	<b>19,329</b>
<b>TOTAL REVENUE</b>	<b>3,844</b>



# Reports

## Secretary Report – Proposed Budget

### Revenue

Memberships	23,300
SWCDP Merchandise	1,200
Donations	2,000
<i>Total 2016-2017 Revenue</i>	<u>26,500</u>

### Expenses

Landscaping (Startup, Maintenance)	10,000
Events (GMM, Volunteer Party, 10 year)	6,000
SWCDP Merchandise Production	500
Membership (Insurance, Printing, Tags)	3,000
Misc. (Consumables, Admin., etc)	2,400
Computer Upgrade	3,000
Electric	10,000
<i>Total 2016-2017 Expenses</i>	<u>34,900</u>

### Income

**2016-2017 Net Income -8,400**

# 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”

# Reports

## Treasurer Report

- **Insurance Policy** – General liability includes StL City per Ordinance 66595
- **Money Market Status** – \$11,600 balance; Interest rate .27 %
- **Money Market Purpose**
  - Create savings – separate from operating funds for special projects
  - Be own funding source – no borrowing

# Turf Update



26

7:50  
8:00



# Turf Care

*Humans – Please!*

**Do Not Make Mud**



**Constant Dumping  
Careless Hose Usage**





## Southwest City Dog Park

[www.swcitydogpark.org](http://www.swcitydogpark.org)

Message Center: 314/567-2012

Managed by SWCDP

501(c) (3) non-profit organization

### Southwest City Dog Park

Originally Sponsored by SNA

Southampton Neighborhood Association



### Mailing Address

Southwest City Dog Park

P.O. Box 191152

St. Louis, MO 63119

**Celebrating 10 Years - Funtastic!**  
**2006 - 2016**

# Dog Park User Guide

Please take a few moments to read the entire Dog Park User Guide, including the Dog Park Tour and many tips and information to help you get the most from your dog park experience. If you have any questions – contact SWCDP Secretary: [secretary.swdogpark@gmail.com](mailto:secretary.swdogpark@gmail.com)

*We are happy to help you enjoy your dog park*

Dog Park Tour .....	2-3
Tips for Success .....	4-5
Important Information.....	6
Dog Play Styles .....	7

Dog Language & Signals .....	8-9
Dog Fights and Bites.....	10
Emergency & First Aid.....	11
Contact Info.....	12

Responsibilities and Accountability .....	13
Safety and Incident Reporting.....	
SWCDP Rules.....	
SWCDP Waiver.....	

**8:00**  
**8:15**

# Tweaks & Changes

## Rules

### **Definition clarity**

- Owner
- Household
- Pet Sitter
- Trespasser

### **Firearms**

**No Tag No Admittance  
No Exceptions**

**Keep leash with you!**

## Waiver

**Use park at own risk**

**Understand dogs will have  
varying levels of training**

## Accountability

**You are responsible for  
your actions as well as  
your dog (s)**

**Members must help  
monitor dog park, report  
situations that cannot be  
handled immediately**

# Tweaks & Changes

## Trespassing

SWCDP authority to control who uses dp

Park Rangers may visit, reinforce laws

Sources / solutions

## SAIC

## Safety / Incidents

First aid on-site

Emergency tips, numbers

Report bites, trouble

Watch List

Dog Member Roster

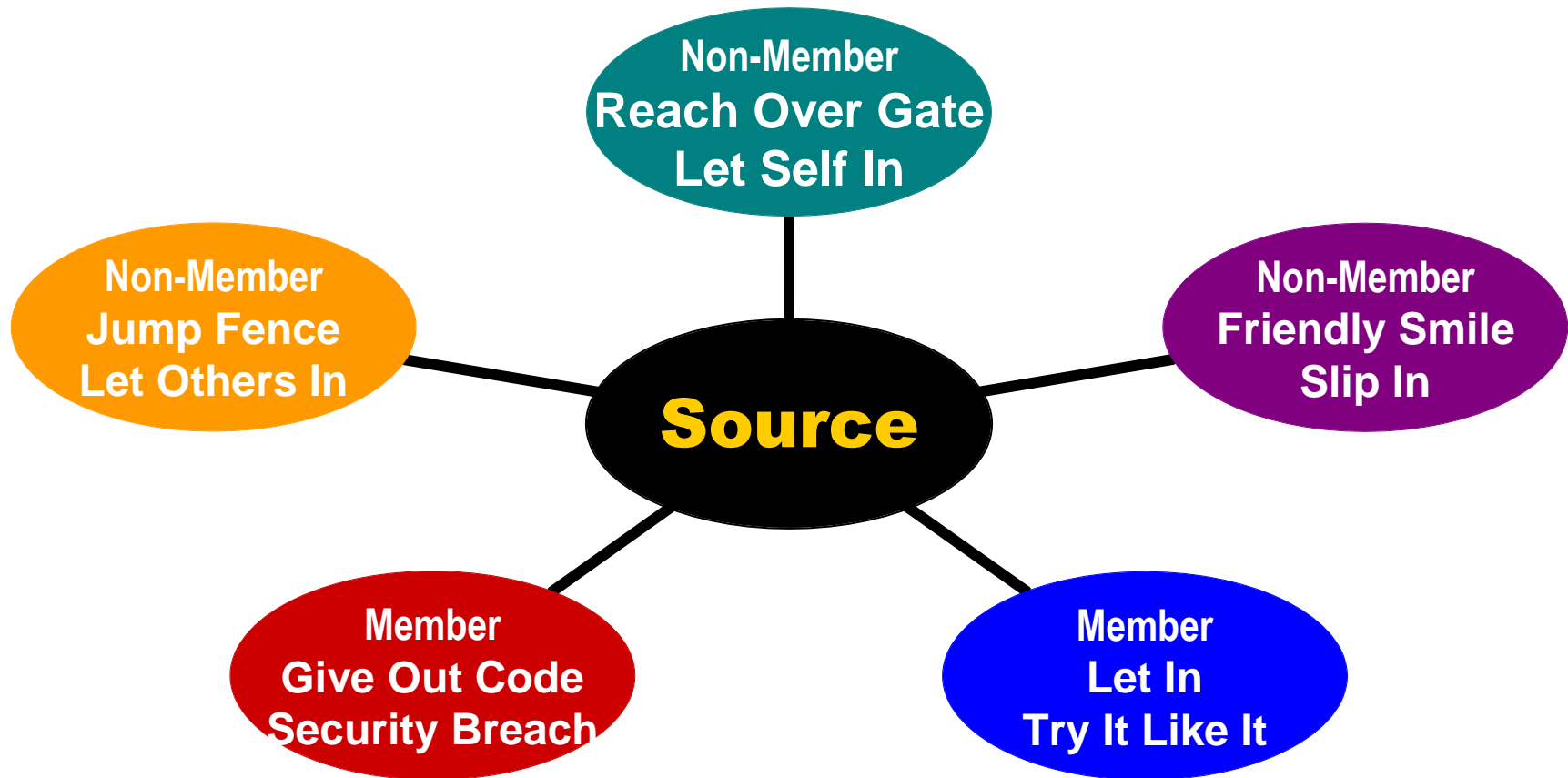
## Area

## Dog Parks

Quarterly meetings, ongoing dialogue

# Dog Parks	Min. Age (Child)
5	10
4	8
3	12
2	14
1	15

# Trespassing Sources



# Educational Efforts

## Current and Past

- **Let's Learn Together**  
Dealing with aggression, fights, bites
- **CPR training**
- **Agility demo / intro**
- **Trainer presentaion,**  
explaining dog play styles
- **Veterinarian presentation,**  
from an animal behaviorist pov

## Proposed

- **Education / Training Committee**
- **Let's Learn Together Series** (repeat, as needed)
- **Trainers & Vets on-site and off-site events**
- **Canine Good Citizen**
- **What else?**

# 10 Year Anniversary

*This major event – depends on YOU – our volunteers*

## Bare Bones

*6 hour event, one day*

**Moderately publicized**

**Potential community leaders**

**Use of pavilion and surrounding area only**

**Limited booths, treats, giveaways**

## Wish List

*All day event, one day*

**Heavy media, TV, social media, etc**

**Narrative re SWCDP – and – dog park benefits**

**Professional emcee – community speakers, etc**

**Music and food trucks**

**Games, fun stuff for dogs & kids**

**Pavilion, surrounding area, and use our Alternate Dog Park**

**8:15  
8:30**

# Volunteerism – Our Future

## Overview – Future Leadership

- Elections vs. People Development
- Volunteers (*on call, special projects*)
- Volunteers (*develop Committee Leaders*)
- Advisory Board (*recruit 2016-17*)



# Volunteers Needed

- Administrative, Membership
- Events – Social
- Events – Educational
- Gardening, Turf
- Repairs, Projects
- Fundraising, merchandise

Will You Raise Your Hand?



8:15  
8:30

# Dog Park Future

**Members will get out of the dog park – what they put into the dog park**

**SWCDP depends on its membership**

**What can you do to help?**

**Risk of dog park closing?**

**Yes**

**If we ever have lack of sound top management – the dog park will temporarily closed until suitable management volunteers can be selected.**

**Dog park cannot operate without assigned management team – ever.**

# Proposed Commercial

[www.coolfire.com](http://www.coolfire.com)

The Client

## Coolfire

- Advertising Production  
(Busch Creative)
- March-May Planning
- \$500 Usage Fee
- Warm Weather
- Weekday Event
- Agility Equipment on  
Carpet



**Nature's Miracle**

# Wrap Up

## Questions

# ?

# SWCDP Supporter

## Veterinary Sponsors – SWCDP “Go To” Professionals

### Affton Veterinary Clinic

*Half mile from dog park*  
8100 Gravois Road

**314/352-8600**

### Watson Road Veterinary Clinic

*1.87 miles from dog park*  
3725 Hampton

**314/644-1544**

### Big Bend Veterinary Hospital

*5.00 miles from dog park*  
2224 Big Bend Blvd

**314/781-6121**

### Webster Groves Animal Hospital

*4.05 miles from dog park*  
8028 Big Bend Blvd

**314/968-4310**

# SWCDP Supporter



**\$1,000**  
Cash Donation



8:35  
8:40





## Raising Cane's Contributions

- **Volunteer Party Gifts**
  - Free meal, attendees
  - Dog scarves, frisbees
- **RC Volunteers**
  - RC crew raked dog park, clean up
- **Donate \$1,000 cash**
- **Opening Day – free meals**
- **Photo Op**
- **Gift Certificate – GMM**
- **Stand Ready for Long-Term Partnership**

# SWCDP Supporter

**ONLY AT  
FAILONI'S**

**Failoni's RESTAURANT AND BAR**  
est. 1916  
**DINE WITH YOUR DOG**  
Tuesdays and Wednesdays  
failonis.com  
dog friendly establishment "On the Patio" 6715 Manchester Ave  
St. Louis MO  
314-781-5221  
"Like" us on facebook  
Failoni's Restaurant and Bar

## Pizza Special

Tuesday  
Wednesday

Buy one, second  
one half price  
(BOGOHO)

**100 Year Anniversary Bash June 4**

## Failoni's Contributions

- \$10 Gift Certificates for events, 2013, 2014, 2015, 2016
- \$25 Gift Certificates for Volunteer Party, GMM
- Hosted 2015 Volunteer Party, deep discounted menu

42

**Stand Ready for Long-Term Partnership**

**8:35  
8:40**

# SWCDP Supporter

Southampton Neighborhood Association - SNA

## SNA's Contributions

- Original SWCDP Sponsor, 2006 – 2013
- Advisor, Supporter, Ongoing
- Recommended SWCDP to Raising Cane's, 2016



# DOOR PRIZES

## Thank You For Attending

- **SWCDP membership - one dog**
- **Gift certificate – Failoni's**
- **Gift certificate – Raising Cane's**
- **7 Winners: SWCDP 10 Year Anniversary Commemorative Shirt**

**Must Be Present To Win**

# GMM End Game



## CAFETERIA LAYOUT – 8:55 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 9:00pm