

Colchester Dog Park Subcommittee Minutes
February 10, 2009
7:00 PM
Town Hall, Room 3

Attendance: Keith Kelley, Amy Stula, Heather Pelletier, Kirk Pelletier, Dayle Coutu, Tina Good, Tom Nelson, Amanda Nelson, Al Ewers, Janice Ewers, Ginny Rogowski

Called to Order at 7:05PM

Citizens Comments – None

Approval of Minutes from 13 January 2008 – approved by general consent

Treasurer Report – Amanda reported that \$125 has been donated to date. Amanda requested that someone volunteer to write thank you letters to donors. Ginny offered to assist with this, but will need assistance with the draft letter.

Fund Raising Report

a) Jack will not be able to actively assist at this time, so we need volunteers to run fund raising events

b) Bricks – need to finalize and approve – Heather presented the information about the sale of the Bricks and proposed that we sell 2 sizes of bricks. We discussed allowing donors to add symbols to the Bricks for an additional fee of \$15.

The Proposal for selling the Bricks for \$50 for standard bricks, \$90 for Double size brick and \$15 for symbols using the Vendor www.bricksrus.com and setting up a website for ordering the bricks was approved by general consent.

Details for the Brick fund raising will be documented in the “Fund Raising Plan – Bricks.doc” and will be forwarded to the Parks and Recreation Director and First Selectman’s offices for approval.

c) Donor Board – discuss and finalize proposal – Amy and Keith presented the proposal for a donor board to honor those that donate at the 3 levels of:

Big Dog - \$500, Medium Dog - \$300, Small Dog - \$100. The vendor and final design of the sign will be finalized at a later date. The Proposal for the Donor Board and 3 levels of Donor Levels was approved by general consent.

Details for the Donor Board will be documented in the “Fund Raising Plan – Donor Board.doc” and will be forwarded to the Parks and Recreation Director and First Selectman’s offices for approval.

Additional Fundraising ideas that were presented was the sale of Magnets (Amy is looking into this) and DIG stickers (Janice is looking into this)

Keith requested that if a member wishes to sponsor a fund raising event or item that they submit a Fund Raising Plan to the committee for approval, Keith can assist in filling this out. Once a Plan is approved by the committee it will be documented and submitted to Jay for approval and then sent to the First Selectman for approval.

Marketing Report

a) Need volunteer to lead this effort – Dayle and Tina have volunteered to lead the effort in contacting the Businesses in town to solicit donations. Keith will send Dayle the list of Businesses provided by the CBA. Keith asked that the committee not approach Rockville and Libery banks as they have donated to the Parks and Recreation department and Jay would like to talk to them directly. Prior to the Dog Park committee members approaching Businesses Keith requested that a meeting be setup with Jay and Linda to discuss the approach in asking for donations.

b) Printing and Distribution of Fliers – Tom has volunteered to work on this.

c) Coordination with School Marketing class – Tom has volunteered to work on this and will contact the Instructor to engage the class. Tom also has contacts that are able to make stickers that we could sell and will investigate obtaining stickers. Tom will work with them to produce fliers, signs and a marketing plan for getting the word out about the park.

Events Report

a) Need volunteer to lead this team – Janice and Ginny have volunteered to lead this effort. The Dog park committee would like to get a booth and participate in as many events on the Town Green as possible. At these events we would like to have a booth manned by Committee volunteers to hand out information about the park and our proposed plan as well as selling of items and accepting of donations for the park.

b) present list of Town green events – Janice presented a list of events and we discussed contacting each event planner so that we can get a booth and participate. Janice and Ginny will work on getting this information and will inform the committee of events they feel we should have a presence.

c) determine what events the committee would like have a presence at – we did not have time to determine events to attend yet.

Development Report

a) Proposed change to leash law – Keith presented the proposal to the change of the leash law, the committee discussed 2 variations of the wording of the change and will be submitting both options for consideration. The Proposed change is documented in the document “Proposed Change to Leash Law-v2.doc” This was approved by general consent and will be forwarded to the Parks and Recreation Director for approval.

b) Proposed layout of park – The committee discussed the proposed layout of the park, Amy presented a diagram of the proposed design and we discussed some updates that she will make to the design including the addition of the signs for the Entrance, rules, Donors and the inclusion of maintenance gates and a trail to the rail trail. As soon as the weather clears Keith and Amy will do a site visit to measure and layout the final proposed site plan. Keith will talk to the Local Boy Scout troop about the possibility of doing Eagle projects to assist in the development of the park.

Next Steps

General Comments – the recommendation was made to investigate the Connecticut Conservation Corps and see if it would be possible to get their assistance. Keith will discuss this with Jay.

Next meeting – 10 March 2009, 7PM at Town Hall

Meeting Adjourned at 8:45PM