

**Omaha Dog Park Advocates  
June 13 Meeting  
Swanson Library  
90<sup>th</sup> & Dodge 6 p.m.**

**Present** – Bridget Jansen, President, Jody Blakely VP, Lynne Newlin, Secretary, Ed Sirkoski , Mary Giblisco, and Jeff Lonowski, Members at Large, John Williams, Jim Kee, Therese Pogge, and D’Ann Lonowski. Guest presenter Paula Steenson

**Park Maintenance:** Hanscom – All areas are unlocked, but the ground looks great except for the middle section, but it still isn’t as bad as Hefflinger. We are okay allowing all sections open. Water is on at all fountains.

Hefflinger – Water fountain on All Dog Side is still broken for the dogs. Trees are dying in the park and need the forester to look at them. The additional fountains have not been installed and we cannot access the water fountain on the small dog side.

Bridget has not met with the city, but has been communicating with them via e-mail. She will bring these issues to their attention for a third time. Bridget will also request that the sections remain closed until the first of the year that the city currently have locked off to allow for the grass to grow and because we will not have access to water on the all dog side.

Nothing has happened yet with the shelters, but Bridget now has the names to call from Jeff.

### **Spring Bark in the Park**

**Paula Presents:** Event planner who has done Kidz Explore while working at the Omaha World Herald. Paula did NKC dog show as her first job with her own company and after 8 years is now doing both CB & NKC dog show. She is doing Wind Energy Conference and Benson 125 currently. Her cost is \$1000 paid in three installments plus 10% of the vendor fee of any new vendor. A new vendor is anyone who didn’t participate last year. Paula is not keen on raffles due to the work involved, although we have two volunteers from 2012 who want to run it next year. For Rescues it is recommended that we have 501 C3 for each rescue. Paula suggest our event run 10 to 4.

Here is what Paula Presents would do....

Paula Presents! role as your Marketing, Vendor and Sponsor Consultant for your 2013 event would entail but not be limited to the following:

### **ADVERTISING, MARKETING and PUBLIC RELATIONS**

- Work with executive board to develop an effective marketing plan that will make the best use of club resources to increase show attendance and establish the show as an entertainment venue for families. This plan will incorporate the following:
  - Public Relations - local, regional and national
  - Radio - local
  - Television - local

- Print - local, regional and national
  - Website - local, regional and national
  - Regional and national vendors
  - Going after and writing appropriate grants
- Develop partnerships with media and area retailers and organizations to promote the event
- Design and produce advertising collateral materials

### **SHOW COORDINATION (SPONSOR/VENDOR SALES plus SET-UP and TEAR-DOWN)**

- Procure sponsorships from local, regional and national companies. This would be done through the following:
  - Phone calls
  - Face-to-face meetings
  - Emails
  - Mailed proposals
- Procure unusual entertainment AND demonstrations to increase attendance
- Send letters to past vendors and and sponsors to let them know dates, times of show
- Sell booths. This would be done through the following:
  - Phone calls
  - Face to face meetings
  - Emails
  - Mailing proposals
- Maintain communication with sponsors, booth vendors and partners as necessary both prior to and at the event
- Work with show chair to develop booth set up plan that would accommodate everyone in an appropriate space
- Be present and available during setup and teardown.
- Be available for meetings as needed from time of contract signing until one week following the event

**Hanscom Swim Event** – Paula has offered to contact the city to see if OPDA can have a swim event like NHS does when Gallagher Pool closes only when Hanscom Pool closes – and to see the date and time. We have taken her up on this as John Williams, the Hanscom representative for OPDA, will be out of town for 2 weeks in August. OPDA would not have games at this event and most likely no vendors. We'd just charge an entry fee and perhaps sell dog ice cream such as Frosty Paws. Therese informed up Schwann's has dog ice cream.

**New Business** –Benson Ames Alliance Group is inquiring about putting in a dog park on the Ames Corridor either at Fontenelle Park or Benson Park as both are used parks. To have a dog park access, parking and fence is required. Water is a nice addition. Ames alliance is made up of 6 neighborhood associations. Great for volunteers and again, with the Benson business district on board a great way to obtain money.

**Petiquette Signs** - Discussed as the meeting broke up. Jim found we had the wrong code number for waste removal on the sign. Bridget will have Jocelyn Nickerson review. Lynne will confirm the other code numbers.