

## **Fundraising Meeting Minutes**

Bantam Pub, 4:30 – 6:30 pm, January 18, 2016

Attending: Wayne Reimer, Brooks Kirkland, Michael Reeves, John Moss, Jeff Raw, Melanie Guthrie, Leo Rosario, Dan Popovic, Sherrie Popovic, Carmen Lopez-Reimer, Barry Guthrie, Justin Longenbach, Brennen Farlow

### **I. Regular Business**

Unanimous approval of proposed revisions to corporation bylaws, so Wayne will remove “track changes” and send a clean copy to everyone for final proofing prior to submitting to the State of Georgia.

We selected the color for the shade structure to be added to the dog park as Fire Orange with Black poles.

### **II. Fundraising Events and Committee Chairs**

#### **Inman Park Parade and Festival – April 30-May 1, 2016**

Jeff Raw – Co-Chair  
Michael Reeves – Co-Chair  
Brooks Kirkland – Co-Chair

Committee co-chairs will meet to decide on a theme for this year’s parade float theme, music for the float, float base (stored at R.J.’s home) changes required, activities at the tent/booth and request volunteers for assistance as required. In addition, the committee will present a proposed budget for the parade and festival no later than the March board meeting. It was suggested that we try to do some coordinated marketing with all events in which we will participate, so at this event (the first of the calendar year) we would want to promote the other two main events for the year. We will need to buy a 10x10 tent and tables for Freedom Barkway to use for this and future events. The tent and tables (owned by Barry Guthrie) that we normally use will be in use by Melanie Guthrie at her booth during the festival this year. The committee chairs will consider all suggestions that were made plus any new ideas that they might have, and they will present a report and their decisions at the next regular board meeting on February 9, 2016 as well as all subsequent Board meetings.

#### **Casino Night – Event Date TBD**

Justin Longenbach – Co-Chair  
Brennen Farlow – Co-Chair  
Dan Popovic – Co-Chair  
Carmen Lopez-Reimer – Co-Chair

Committee co-chairs will meet to discuss details, determine areas where they will establish sub-committees for elements of the event and come to the next board meeting to provide a report and let us know where they need volunteers and help. No later than the March board meeting, the committee chairs will present a proposed budget for the event. We decided that the first three things needed were an event date, an event venue and an event theme. It was suggested by Brennen that we should have a different theme for each casino night that we hold, and that this year, we should consider a “Red Carpet Event”. Everyone agreed with that idea, so the next discussion was about date and venue. Date discussion centered on a July/August date, so the committee will decide that in conjunction with determining the venue. Since we had about 125 people attend last year’s event, we decided that the goal for this year would be to have 250 people. That would mean that we would need a different venue. It was suggested that we talk to Ponce City Market (PCM) about using some of the space they currently have available, so Carmen and Wayne volunteered to speak with them

about sponsorship and donating space. It was also suggested that we might consider talking to Venkman's, so Carmen and Wayne will make that contact as well. Brennen suggested that with the advanced lead time we would have this year, we could develop promotional materials, get advance sales and have a better chance of hitting our goal. If we are able to use PCM, then they would probably be willing to publicize the event using their Facebook page and their contact list. Justin said that he had already spoken with radio stations where he had contacts, and they would be willing to help promote the event. As we develop marketing and promotional materials well in advance of any of the events, we would be able to have consistent promotion. Help with printing banners and posters had been provided by Greg Crandell (Intown Business Center) in the past, so the committee co-chairs will discuss with Greg at the next Board meeting or directly with him at his business. Through David York, we can probably get additional promotional support from Liz Lapidus, so someone from the committee will need to contact David and Liz. Starting this early should make it possible to get more sponsorship so that expense burden for all food and alcohol is not entirely on David York. We discussed having different levels of sponsorship, all named by the size and breed of a dog, similar to what we did two years ago. Everyone liked that, and it was then suggested that we consider offering sponsorship levels for all events at the same time to tie people in to multiple events. Everyone agreed with that idea and thought it was possible since we were beginning our planning for all events so early. Also, with advance ticket sales, we can have a much better idea on quantities that we will need. Wayne has the contact for 11Alive television's Vice President of Community Relations, Robbin Steed, and will contact her when we have things ready to promote. The committee chairs will discuss all information and provide a report and their decisions at our next regular meeting on February 9, 2016 as well as all subsequent Board meetings.

### **Howl – O – Ween Pet Parade and Festival – October 22, 2016**

Melanie Guthrie – Co-Chair

Leo Rosario – Co-Chair

The co-chairs will meet to discuss the various elements of the pet parade and festival, determine sub-committees that will be required and prepare the required documents to submit to the City of Atlanta for permitting and street closures. Wayne will provide a copy of the 2015 permit submission that the committee can use as a guide for submitting this year's request. The venue will be Howell Street leading into the dog park and Highland from McKenzie to Glen Iris/Randolph or less as required. The parade will follow a similar path as in the past from Alaska Street on Highland toward Boulevard on Highland and turning on Howell Street into the dog park. The co-chairs will provide their suggestions on the various activities for the event and provide their ideas on sub-committees that will be needed to support the event, i.e., parade (fee, judges, prizes, etc.), security, portable toilets, food & drink vendors, music & stage, raffle, carnival events, sponsorships, banners/signs/promotional cards, etc. as well as a preliminary budget for the event. Help with printing banners and posters had been provided by Greg Crandell (Intown Business Center) in the past, so the committee co-chairs will discuss with Greg at the next Board meeting. With the desire to coordinate all events and allow sponsorship across multiple events, we will need more decisions made earlier than normal to allow preparation of materials and release with the appropriate timing so that everyone can help to support all events. Committee co-chairs will make contact with R.J. Morris and Melissa Morris (Page) to get any ideas and suggestions from the previous years' events to build on what we have done in the past so we don't have to reinvent all the wheels. Committee co-chairs will report all progress, any sub-committee needs as well as any progress at the February 9, 2016 Board meeting and all subsequent monthly Board meetings.

### **III. Other Ideas/Suggestions**

- A. Post all meeting dates for Board on dog park bulletin board, Website and Facebook
- B. Create business cards with Board meeting dates that all Board members could use to invite interested people to attend our meetings.
- C. Develop a point system to encourage all Board members to bring a potential supporter/member to our meetings

- D. Develop marketing materials to encourage groups to have their Doggy Meet-up at Freedom Barkway, i.e., Happy Tails Canine Adventure Tours or Intown Dog Activities.
- E. Consider another fundraising event like a Carnival at the Dog Park or adding carnival-type activities to our Howl-O-Ween Festival or our Inman Park Festival booth.

#### IV. Board/Committee/Resource Contact Info

<b><u>Name</u></b>	<b><u>Email</u></b>	<b><u>Phone</u></b>
Wayne Reimer	<a href="mailto:wgreimer@gmail.com">wgreimer@gmail.com</a>	678-428-1105
Jeff Raw	<a href="mailto:jeffraw474@gmail.com">jeffraw474@gmail.com</a>	404-786-6635
Michael Reeves	<a href="mailto:michael@adamscre.com">michael@adamscre.com</a>	404-863-5909
John Moss	<a href="mailto:john.moss@fijiwater.com">john.moss@fijiwater.com</a>	404-452-0649
Melanie Guthrie	<a href="mailto:silverdiaz.mel@gmail.com">silverdiaz.mel@gmail.com</a>	941-928-1461
Leo Rosario	<a href="mailto:jileo60@yahoo.com">jileo60@yahoo.com</a>	404-698-8806
Brooks Kirkland	<a href="mailto:brooksk@barkinghoundvillage.com">brooksk@barkinghoundvillage.com</a>	404-849-3114
Dan Popovic	<a href="mailto:dan@cmecompete.com">dan@cmecompete.com</a>	404-358-8147
Frances Hamilton	<a href="mailto:francesh@mindspring.com">francesh@mindspring.com</a>	404-735-8005
Jim La Vallee	<a href="mailto:jlvallee@epicity.com">jlvallee@epicity.com</a>	404-713-4279
Greg Crandell	<a href="mailto:cj@intownbusinesscenter.com">cj@intownbusinesscenter.com</a>	404-551-3281
Barry Guthrie	<a href="mailto:BarrysMassage@comcast.net">BarrysMassage@comcast.net</a>	404-723-6418
Sherrie Popovic	<a href="mailto:sher@divasrun.com">sher@divasrun.com</a>	
Carmen Lopez-Reimer	<a href="mailto:carmenfree2@yahoo.com">carmenfree2@yahoo.com</a>	404-849-8081
Justin Longenbach	<a href="mailto:longenbachju@gmail.com">longenbachju@gmail.com</a>	678-412-5396
Brennen Farlow	<a href="mailto:blushingbloomsatlanta@gmail.com">blushingbloomsatlanta@gmail.com</a>	
R.J. Morris	<a href="mailto:autygr@yahoo.com">autygr@yahoo.com</a>	404-642-1120
Melissa Page	<a href="mailto:craftygirlatl@yahoo.com">craftygirlatl@yahoo.com</a>	770-843-0917