

O4W Freedom Barkway Meeting Minutes

6:30 pm – 7:30 pm September 20, 2016
Old Fourth Ward Freedom Barkway Dog Park

Members: Wayne Reimer, Melanie Guthrie, Frances Hamilton, Michael Reeves, John Moss, Leo Rosario, Jim LaVallee, Brooks Kirkland, Jeff Raw, Dan Popovic

Attended: Wayne Reimer, Frances Hamilton, Michael Reeves, Jeff Raw, Dan Popovic, Sherrie Popovic, Lana Banks, Jennifer

Absent: Melanie Guthrie, Leo Rosario, Jim LaVallee, John Moss, Brooks Kirkland

Committee Reports

i. O4W Howl-O-Ween Parade & Festival Committee Report

- i. Looking into bands and a stage. **Jeff**
 1. Two bands lined up for event
 2. Cost will be \$300 or one and \$400 for the other
- ii. Design of the 5x7 Card to have dual side with poster art on one side and all parade & festival info on plain white backside. **Frances** and Michael to help.
 1. Frances making minor changes and will send to Wayne so he can get them to Greg Crandall
 2. We will have 1,000 cards printed
- iii. Design of 11x17 posters – **Frances**
 1. Frances making minor changes and will send to Wayne so he can get them to Greg Crandall
 2. We will have 100 posters 36" x 84") for the event Pet parade and festival. – **Frances**
 3. Frances making minor changes and will send to Wayne so he can get them to Greg Crandall
- iv. Parade to be on Highland from Alaska to Howell Streets
 1. Registration for parade will be \$5 per dog
 2. Registration for parade comes with one drink ticket
- v. Festival event to take place on Howell Street.
- vi. Parade & Festival Security was arranged by Melanie with Lt. Little of APD
 1. Wayne created summary document to submit to Lt. Little for any questions
- vii. Email of existing sponsor package to the Barkway database. – **Joe, Frances and Jeff**
 1. Frances to email to Barkway data base on behalf of Freedom Barkway
 2. Jeff to email to Epic data base on behalf of Freedom Barkway
- viii. Need a Beer sponsor, soft drink sponsor, King of Pops, King of Pups, Food trucks.
 1. Waiting for report back from Brooks on King of Pops and King of Pups
 2. Brooks working with Fry Guy food truck
 3. Jennifer to talk to Haute's Cookies
 4. Sherrie to talk to Delights by Dawn
 5. Lana has beer sponsor but we need liquor license
 6. Dan & Sherrie taking responsibility for getting a sponsor for soda and water
- ix. Need food vendors – Cotton Candy – **Melanie**; hot dogs - **Wayne**

- x. Look into pet photography or painter for dogs. – **Brooks**
 - 1. **Jennifer looking into another photographer**
 - 2. **Sherrie looking for another photographer**
 - 3. **All to be coordinated with Brooks so we only have one for the event**
- xi. Email O4WBA to confirm ability to promo the festival and parade. –**John**
- xii. Present to the O4W business Association for support and last minute sponsorship. –**John**
 - 1. Sponsorship range: Yorkie, Pitbull, and Great Pyrenees (\$250, \$500, \$1000)
 - 2. Use sponsor sheets that Frances has already designed
 - a. Cards to be printed (need 50 sheets) by Greg Crandall at Intown Business Center
- xiii. Parade prizes. –**Melanie**
 - 1. Dog Categories: Family, Dog, Judges, + Honorable Mention.
 - 2. Need a total of 3 First Place, 3 Second Place, 3 Third Place and 3 Honorable Mention
 - 3. Everyone trying to get major donations and will report whatever is obtained to Melanie so she can organize
- xiv. Porta potties – **Michael**
- xv. Finalizing the Judges for the Event – Judge Jane Morrison, Commissioner Joan Garner, Councilman Kwanza Hall or Jay Tribby - **Wayne** and Baton Bob – **Brooks**
 - 1. Wayne has confirmation from Judge Jane and Dr. Jay
 - 2. Brooks says Baton Bob has retired
 - 3. Waiting to hear from Commissioner Joan
- xvi. Manage Barkway Tent for the event. – **Melanie**
- xvii. Inventory of hats and t-shirts and place order as needed. – **Michael**
 - 1. Inventory to be completed on 9/22
 - 2. Michael will report and we will determine if we need to place an order for additional supplies
- xviii. Create volunteer calendar to participate in the event (probably will need a total of 5 volunteers for parade sign-in, six volunteers for drink dispensing and six volunteers for check-in at gate). – **Michael**
- xix. Wrist bands for age verification and drink tickets –
 - 1. Dan reported that he have plenty of tickets
 - 2. Michael to look for arm bands when doing inventory
- xx. Preliminary budget developed during the meeting. Expenses appear to be about \$3,000 and revenue will be about \$15,000 if we have the beer and are able to generate \$10,000 in sponsorship money.

ii. **Follow-up meeting to be determined.**