



## Eastham Dog Owners' Association November 15, 2012 Board Meeting Minutes

Attending: Per Bentsen, Cindy Blum, Katrina Boucher, Ed Daniels, Larry DiBona, Kathy Herrick, Karie Miller, Kathleen "K2" Mueller, Ellen Murray, Cindy Nicholson, Tracey Plantier and Lu St. Aubin

Minutes of the August, September and October meetings were approved without minor edits (Motion to accept passed: K2 motion, Tracey 2<sup>nd</sup>)

### Treasurer Report

- \$7200 Checkbook
- \$ 450 Buddy Scholarship
- \$2000 Certificate of Deposit
- \$ 250 Donation from Jack O'Connor (Lost Dog Beau) for Lost Dog Network efforts
- \$ 139 raffle tickets from annual meeting
- \$ 100 Member Joanne Baldauf rejoined for \$20 and included an extra \$80 donation
- Motion to accept report: Katrina motion, Karie 2<sup>nd</sup>)

### Request for approval on expenditures

- Shipping and handling on Lost Dog Network magnets approximately \$10
- Purchase of business cards \$59.95
- Lost Dog Network supplies: vests, single 2-way radio chargers, up to \$250
- Motion to approve all three passed: Katrina motion, Karie 2<sup>nd</sup>)

### Lost Dog Network

- KathyH distributed a list of 2012 activity showing 16 lost dog alerts that we've responded to since the beginning of the year.
- She also gave an overview of the November 8<sup>th</sup> LDN Meeting, including some improvement recommendations received at that meeting.
  - One suggestion was to design Lost Dog Alert signs that could be posted in neighborhoods where a dog is lost (similar to Amber Alerts but in a realty sign size). CindyB agreed to look into the design and cost.
  - Another was to create a document that could be posted in a parked car to indicate that the driver was a LDN search team member. Kathy showed a sign she created. She will add the LDN phone number to it, and will forward it out to board members. Several members have access to laminating equipment, and we will need about 12 of these signs laminated for distribution to LDN searchers.
- Kathy is hosting an online email and Facebook training session this Saturday November 17<sup>th</sup> for LDN Coordinators who need to get more familiar with using and updating these two systems.
- We have one new LDN member (Dyan Hardy) who attended the November 8<sup>th</sup> meeting. Kathy will meet individually with her to review the training information so that she can be credentialed for the search team.
- Ed distributed sample Lost Dog Network magnets that he obtained through Vista Print. We can get a quantity of 200 of these for about 19 cents each. Suggestions include distributing them to realtors with dog friendly rentals, the Chamber of Commerce, Cape Cod Dog, Nauset Pet Services, etc. Suggestions for any changes to the design can be sent to Kathy who will in turn advise Ed when we are ready to place an order.



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### Emergency Shelter

- During the recent Hurricane Sandy, only Sandwich and Dennis-Yarmouth shelters accepted pets. CCDART had 16-18 people in place to staff these shelters but again, Nauset was not staffed and could not accept pets.
- CCDART President Holly Rogers recently appointed Donelle and Wes Denery as team leaders for the Outer Cape, and CCDDART members will now work through them for future staffing at Nauset. Holly requires a minimum of 6 people to open the pet component at Nauset or any other shelter.
- CCDART is modifying its training programs for 2013 including offering training in three different locations on Cape. In addition, they are adding a basic training program which will not require a membership fee or weeks of training.

Buddy Scholarship – the original team of CindyB, Karie, Noelle and Richard is no longer working together. The team created an informational brochure, but thinks that the ability to accept online donations via our EDOA website would be a benefit. Ed is already working on adding this functionality.

- K2 agreed to send thank you and acknowledgement notes to people who make donations. Two notes are usually required per donation – a thank you to the person making the donation, and an acknowledgement to the “in honor of” or “in memory of” designee.
- CindyB, Lu and Ed will work together on getting details correct for the online donation functionality.
- Ed will set up email to Karie, K2 and CindyB to notify them of all scholarship donations.

EDOA Email Accounts – accounts for all board members can be set up to segregate their email related to EDOA activity. The typical account will be [MemberName@easthamdog.org](mailto:MemberName@easthamdog.org). This account can be redirected to any of the member's other email addresses. Ed will send Larry, K2 and Tracey a reminder to consider whether they want an account but other board members can also contact Ed if they are interested.

Membership – we now have 144 active members. We got 9 renewals for 2013 at Windmill Weekend and another 24 renewals at our annual meeting in October. A suggestion was made to start the renewal/membership drive for 2013 now so that the mailing can be sent in early January. The drive typically involves two mailings – one postcard and one letter. We need to keep our activities in member's minds so they are reminded of the value of their membership. We've been sending two newsletters a year, in addition to publicizing our activities, but think that four times a year would be more beneficial. K2 volunteered to work on creating this quarterly newsletter, and she and Ed will coordinate this effort.

Annual Meeting – we had a great turnout with over 50 people in attendance. Kudos to Ellen for securing two, very informative speakers. The Council on Aging venue was advantageous because of the space it offered and the convenient parking.

- A recommendation was made to place attendee registration immediately inside the door. This year, the raffle table was in front of the registration table, and there was confusion about whether attendees were members, whether they wanted to join EDOA or renew memberships, name tags, etc.
- Another recommendation was to consider handing out voting cards to members (much like registered voters are given at Town Meeting) to ensure that only EDOA members are voting on issues discussed at this meeting.

Mutt Mitts – the Town Recreation Department has changed to rolls of mutt mitts, and only 1 of the 6 dispensers in town can handle rolls. That one dispenser was modified to accommodate rolls but CindyN will work with Per to see if he can help modify the other dispensers. Until January 2013, when Agway will again begin its donation of mutt mitts, we have 2 cases and 7 rolls of mutt mitts available. Since January 2012, we've used 19 cases of mutt mitts across these 6 dispensers.



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Website Security – Ed obtained “secure server” protection for our emails, forms and donation functionality following several attempted phishing intrusions on the site over the past few months. Credit card processing has always been secure since these are processed via PayPal.

Regular Meeting Space – this remains a challenge. Katrina believes that space at her store will be available to us throughout the winter but Ed will confirm this monthly with her.

Chamber of Commerce Membership – we recently paid \$200 for membership and an additional \$150 for advertisement. We need board members to attend monthly meetings to get our money's worth. Chamber meetings are always the first Wednesday of the month, but the location and format changes monthly. Ed will send meeting information out to board members, and EDOA will pay for any attendance costs. The next meeting is December 5<sup>th</sup>.

Dog Park Survey – although we discussed this at a prior meeting, we never acted on it. A dog park in town is not necessarily in our interests since there is concern that having a dog park could result in the banning of dogs on town beaches and perhaps even at Wiley Park. However, we have not polled members to see what, if any, interest they may have. Another consideration is that big dogs are much more common at Wiley Park, but there is no safe place for small or skittish dogs to run free.

- Tracey lives in a town in Western Massachusetts where they just put in a dog park. She will check to see if they did a survey to determine town interest.

Merchandise – we can no longer use the upstairs space at Katrina's store to store EDOA merchandise, and instead, it is now in Claire Bransfield's garage. Katrina is willing to display some of our logo wear in her store.

- CindyN will ask Claire to bring some items to the store for display.
- A question was asked if we could market our merchandise online, and Ed has already been looking into some free online marketing functionality via our web provider.
- CindyN will work on designing an order form.

### Wiley Park

- One window at the bulletin board was broken during the recent hurricane. CindyN will advise Neil Andres at Department of Public Works about the need for repair since DPW built this structure. Anyone can post information on this bulletin board.
- Although there are multiple entrances to the park, the poop problem seems worst at the main entrance where, amazingly, there are signs and mutt mitt dispensers. People who do not comply with requests to pick up after their dogs are likely not to be compelled to do so with more signage. In the same respect, although the Town imposes a fine for failure to pick up, a police officer must observe the behavior in order to issue a violation. Confronting offenders can be challenging. Do we want another poop pickup party? Yes. CindyN will contact Claire to organize one.

PayPal Here – this is a device that fits onto a cell phone that has electronic access to a designated bank account that would allow us to accept credit cards for purchases. There is also an iPad application that would allow the same functionality. Being able to accept credit card would be beneficial at events such as Windmill Weekend and annual meeting. There is a 2.5% fee per transaction. Ed will look further into this, and Katrina also recommended that he check out a similar functionality with a product call Square.

Dogs on Nauset Trail to Coast Guard Beach – the National Park Services manages this multi-use/bike trail, and dogs are absolutely prohibited on this trail regardless of whether on or off leash. Violators face a \$75 fine.



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Donations for hurricane victims – Animal Control Officer Lorial Russell of Truro/Wellfleet is accepting donations of pet supplies at various locations on the Outer Cape that she will be delivering to the NY/NJ area on November 16<sup>th</sup>. Cape Cod Dog is assisting by collecting unopened pet food donations at the store.

EDOA Logo – CindyN believes that our logo is not just the lighthouse with EDOA arched above it, but that it should always include our address. Some recent uses of the logo have omitted the address.

Software Used by Board Members – Kathy questioned what versions of software board members are using. Few are on the latest versions, and some are back on 2003 versions. Because of this, meeting minutes and other documents will either be distributed in the older versions or in pdf formats.

- Ed suggested that we add Lost Dog Network documents to our website but that they be password protected. Kathy will get the most recent versions of applicable documents to Ed.

Grant Boilerplate – we had a recent opportunity to apply for a grant being managed by the Cape Cod Commission, but much of the boilerplate/background information they requested was not in place. Kathy wants to get this kind of information (i.e., organizational history, several years of financial information, names/backgrounds/professional memberships of board members, etc.) assembled so that we can simply draw on this information when needed rather than creating it from scratch. She will compile a listing of the kind of information we need, distribute it to board members for response, and then organize the information into documents that we can store and access quickly when needed.

Meeting was adjourned at 8:20 p.m. (CindyN motion, Karie 2<sup>nd</sup>)

Respectfully submitted,

Kathy Herrick  
Secretary