

Acton Dog Park Committee

Meeting Minutes

Acton Town Hall, Room 9

12 December, 2017

Committee Members Present:

- Mike Perry, Chair
- Cathy Fochtman
- Clare Siska/
- Tom Gillispie
- Rodney Smith
- Joan Gardner

Members of the Public:

- Lily Travers
- Joe Will

Call to Order

- Mr. Perry called the meeting to order at 7:30 PM.

Review and accept prior meeting minutes

- The minutes of the 10/16/2017 meeting were unanimously accepted with edits.
- The minutes of the 11/14/2017 meeting were unanimously accepted with no changes.
- Meeting agendas and minutes have not been posted to the town website since our meetings started. Mike will pair agendas with minutes and work with the town clerk to get all posted.
- Any mentions of DRAFT should be removed from final minutes. The DRAFT watermark will be removed from future minutes, and the date in the footer will also be permanently removed to avoid future errors.

BoS presentation

- Goal of BoS meeting: obtain endorsement to move forward with looking at sites and seeking funding.
- Joan will get us a slot on the BoS agenda in January, date and time slot TBD
- As chair, Mike will give the presentation and will prepare a draft for committee review
- Powerpoint presentation should be 5-10 slides:
 - Survey results
 - Committees we've presented to and their responses
 - Feedback received at Town Meeting and Oktoberfest
 - Can lift from "talking points" document and flyer
 - Can also lift from research materials we've collected

Survey & Spreading the Word

- Committee members handed out 250 flyers at Special Town Meeting, but the survey URL had technical issues. Verbal feedback from town meeting attendees was generally positive
- Technical issues with the survey have been resolved and Cathy has updated the flyer.
- Article in the *Beacon* also had a problematic URL. Clare to resubmit
- Mike to resubmit to *Action Unlimited*
- Tom suggested handing out flyers at the Acton transfer station the Saturday after Christmas. Tom will contact the highway department and coordinate volunteers
- Clare suggested a presence at Winterfest, first Saturday of February.

- Due to cost, we will NOT send out postcards to Acton dog owners. Instead, flyers will be provided to the town clerk's office for distribution with new dog licenses. The town clerk has agreed to include flyers with any licenses mailed, and to keep them at the window in town hall. Recreation department will take care of photocopies.
- Cathy arranged for the Survey to be featured on the Recreation page of the town website until the end of January and on the town website home page the last 2 weeks of January
- Announcement will also go in the Municipal Quarterly again with the next tax bill.
- Cathy will forward survey results to committee weekly
- Tom will investigate a "green screen commercial" (PSA) on Acton TV.

Social Media

- Clare will be responsible for maintaining the Facebook page. Clare to start posting at least weekly on the Facebook page; events, updates, also information from research, articles about the benefits of dog parks, etc. Committee members are welcome to send suggestions to Clare.
- Committee members are asked to invite their friends, networks to "Like" our Facebook page.

Committee Membership

- Karen needs to be promoted by the BoS to full membership; Joan to get it on the BoS consent agenda.
- We need a new associate member to fill Karen's seat. Cathy to approach the VCC.

Future meeting dates

- Next meeting is Tuesday, December 26, 2017
- Cathy distributed the schedule of meeting dates and rooms for all of 2018

Adjourn

- The meeting was adjourned at 8:24 PM.

Respectfully submitted,

Clare Siska