



TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, **including back up information**, 8 days prior to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

MEETING INFORMATION

Date Submitted: May 23, 2014
Submitted by: Matt Casparius
Department: Parks and Recreation

Date of Meeting: August 21, 2014

Speakers: Lynn Wenz, Garry Murphy, Christine Lavoie

Time Required: 15 minutes

Background Info. Supplied: Yes: No:

CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment:
Public Hearing:
New Business:
Nonpublic:

Recognition/Resignation/
Retirement:
Old Business:
Consent Agenda:
Other:

TITLE OF ITEM

Wasserman Park Dog Park - Fundraising

DESCRIPTION OF ITEM

The Dog Park Subcommittee would like to request use of some of the existing funds in the dog park account to assist in their on-going fundraising efforts.

REFERENCE (IF KNOWN)

RSA: _____ Warrant Article: _____
Charter Article: _____ Town Meeting: _____
Other: _____ N/A

EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector:
Easel:
Special Seating:
Laptop:

Grant Requirements:
Joint Meeting:
Other:
None:

CONTACT INFORMATION

Name: Matt Casparius Address: 116 Naticook Road
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APPROVAL

Town Manager: Yes No: Chair/Vice Chair: Yes No:

Hold for Meeting Date: _____



TOWN OF MERRIMACK

PARKS AND RECREATION DEPARTMENT

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MEMO

TO: Eileen Cabanel, Town Manager

FROM: Matt Casparius, Director of Parks & Recreation

DATE: May 23, 2014

SUBJECT: Wasserman Dog Park Sub-Committee Request

At the Parks & Recreation Committee meeting on Wednesday, May 21st; the Committee heard a presentation from the Dog Park Sub-Committee who are requesting to use some of the funds that have been raised to date in order to assist in their on-going fundraising efforts.

They are requesting up to \$1,500 from that account for fundraising & marketing purposes. As of April 30th, the Dog Park Account had \$7,928 in it.

Attached you will find the request from the Dog Park Sub-Committee on how they would like to utilize those funds.

After some deliberation from the Parks & Recreation Committee, it was unanimously approved to recommend to the Town Council that this request for up to \$1,500 be approved.

Memorandum

To: Parks and Recreation Committee
Through: Director, Parks and Recreation, Matthew Caparius, CPRE
From: Chairperson, Dog Park Sub-committee, Lynne Wenz
Date: 5/23/2014
Re: Submittal of Funding Proposal

Proposed Sub-committee Funding Activity

1. **Background:** Last year the Town Council approved Wasserman Park as the location for the new Merrimack Dog Park. This decision was based upon The Council's opinion, from a policy perspective, that they were trying to find ways to make Wasserman Park a much more viable place to congregate and recreate for the community. Advantages included that the Wasserman Park site was away from a heavily traveled road, and had plenty of tree buffers. There are also public restrooms available at the Park as well as existing water spigots. This plan was strongly endorsed by the Town Council. Tree clearing there has already begun and is expected to be completed before June 10th.
2. **Existing Funding:** All monies contributed to the Dog Park reside in a Town fund set aside specifically for that purpose. There is a shortfall of from \$25 K to \$35 K that we need for fruition of the project.
3. **Proposed Future Funding:** The following are proposed funding activities that the sub-committee would like to undertake to help close this funding gap. Our top priority is to seek major dollar donations from local large Corporations, such as B. A. E., Anheuser Busch, Fidelity, etc.
 - a. To achieve this objective, a Professional "Donation Request Packet" needs to be prepared. An estimated administrative cost for this - printing of Presentation Folders is approximately \$ 100 for 25 Folders. Duplication of other documentation needed to complete these Packets to be completed using Town resources. These Packets would be used to brief senior local Corporate Management.
 - b. The next priority would be to assemble a number of additional Presentation Packets (with color cover sheets) to use as "hand-outs" to smaller local businesses. Smaller contributions would be expected. Cover sheets and other documentation needed to complete these Packets to be done using existing Town resources.
 - c. Another initiative would entail "Targeted Marketing". To accomplish this effort more resources would be required. "Remittance Reply Envelopes" would be provided to local residents and businesses as a means of collecting donations.

May 23, 2014

Basic Costs:

1. Database/Process/Mail Prep.	\$509
2. Mailing Materials/Printing	\$516
3. Bulk mailing	\$375
Total	\$1400

4. Summary: Estimated Costs

a. Donation Request Folders:	\$100
b. Presentation Packets	
c. "Targeted Marketing"	\$1400
<u>Total:</u>	\$1500

Costs are given as "best estimates", Request \$ 1500 be set aside and approved for above fund raising purposes.

(Supporting Documentation : Available upon request)