

Paws 2 Dance General Meeting

Sunday, February 28, 2010

In attendance: Gail, Annette, Lin, Lydia, Karen, Jan, Jean, Joan, Ann, Bonnie, Ray.

Annette presented Ray with a Director's chair – just to remind us who is boss.

Item	Discussion
Membership	Our practice has been to not require a membership fee in May from <u>new</u> members who join after January 1. We would like to formalize that policy. Therefore: any <u>new</u> member who joins (and pays membership fee) after January 1, would not have to pay a membership fee in May.
Pastel Raffle	We think a good time to run the pastel artwork would be from the Island Fling in July to the Dance the Skies competition. Draw: someone from Critter Care, at the end of the competition, November 7. Price: \$5 We will print 500 tickets We need suggestions for second and third prize. Sharon has offered a crate. This might be a good place for a product donated by a sponsor. (R.C. Pet, for example) Gail will continue to investigate having a table at the TradeX for raffle and advertising.
“Dog” Raffle	Another idea would be to run a “dog-themed” raffle between now and the pastel raffle. Prizes: jump set (Gail would donate); the dog crate; some other pet product. We could rent a table at some of the conformation/obedience matches. <u>We would need someone to head up the raffle and investigate renting tables.</u> <u>Most organizations run their own raffles. Print soon.</u>
Raffle Decision	<u>Combine the two. Start at Cloverdale.</u>
Bling	Annette has made her final purchasing trip. A suggestion is to offer \$30 of merchandise to anyone hosting an evening. For a group such as Vickie's who is raising money for the Ghana Medical Clinic, we could offer 10% of the evening's profit. <u>One Monday February 1 at Brookwood Seniors Center for line dancers. One at Brookwood Secondary, Tuesday, March 2, at 3 pm.</u>
Golf Tournament	Friday. May 28th. Tall Timbers Golf Club. 9 holes, burger, and beer. \$40 per person or \$70 per couple. Texas scramble format – so you don't have to be an experienced golfer. Let's aim for 40 participants. Starting time: <u>5:30</u> (possibly sooner if we have many retirees)
Garage Sale	Saturday, May 1. Advertise on Craig's List, Buy and Sell, other? Plus flyers and posters. We seem to have quite a bit of stuff already amassed. <u>Bonnie needs to know now if she should secure the building for that date. Start at 7 instead of 9. It's a go for May 1.</u>
Sponsorship	Annette has set herself a personal goal of \$500. If each of us did that, we would accrue over \$5000. Lin's photo session netted \$500. Vickie's vet just donated \$1000. Sharon has surpassed that goal by a landslide. <u>Please don't expect Lin to follow up on packages. The people that give us big cash – they need to provide their own graphics for the program, posters.</u>
Performance Clinic	Concept: everyone dresses in costume. Others cheer, clap, make noise. Each person would have 15 minutes: time for routine and tips from Ray who would focus on presentation. Could have judges in training also focusing on presentation. If we rented Alice McKay for 4 hours (\$135) and Ray charged \$200 to \$250, we could break even with 10 participants at \$40 each. This will be a training opportunity rather than a fund-raiser. We all wish we had the opportunity to train under competition conditions. We need to check with Ray to be sure he has the time to do this, and what his fee would be. Lin suggests changing the name to “Presentation Clinic” as a

more accurate description of what we are trying to accomplish. **Please let us know who would be interested in this clinic this summer. We have nine “yeses” and 2 “maybes” so will go ahead.**

Restaurant

Saturday, Nov. 6, most of us will be busy preparing for the performance. Many visitors from Oregon, Washington, and other far-flung places will be here. ABC restaurant has a large room available. It would be a good opportunity for freestylers to meet and socialize before attending the play in the evening. We would need a hostess – possibly one of the new members who is not participating in the show, and possibly one member from each of the other areas. Annette points out that the new members may be involved backstage so perhaps we should ask someone like Carolyn.

Media Campaign

Lin has sent out one article in *Modern Dog*. Paid advertisements cost approximately \$500 and information needs to be sent out fairly soon. *Dogs in Canada* would hit dog shows including the TradeX.

Poster: new, bigger dog has been added. Executive would like the small dog to remain. Ray has agreed and Lin is working on new version (with both dogs).

Flyer: Lin is working on a flyer with poster on one panel, ticket prices and other information on the other 5 panels.

Vancouver has a bus shelter program of community advertising. Lydia will check with Surrey and Gail with Langley if they have similar programs.

Closer to the performance, we could speak to Global about offering a promotional package: 4 tickets, a chance to meet with dogs and have a photo taken with dogs.

With regard to the Media Campaign, Joan would be inclined to only put a free "coming events" listing (which can be quite wordy) in Dogs in Canada and use paid advertising for publications with more local appeal. (Handed out free at Tradex) She also thinks that we could probably get quite a bit of free advertising through local agility, obedience, flyball and breed clubs who might be willing to put something on their websites for us or at least include a link to the Paws 2 Dance website. Jan found new one Pet Connection. Canine Review has an on-line newsletter. Also, closer to the time, we need to contact the local papers to get a spread. (Sun, Province, Georgia Straight, Surrey Now, Leader, various dog clubs.) Send names and contact people to Lin who will compile a list for future use.

Brochures: right now Lin is the cheapest.

For sponsorship: let them know we do do community work. ie. Care Homes in many communities.

Tim Hortons: give product, not money. Same with Go.

Ray will take some sponsorship packages for the big dog companies.

Let Lyd know whom you have contacted. She'll make a list and send it out periodically.

Tickets

We will create receipt books for tickets and sell them, recording names, amount paid, contact information. Then, when the real tickets are printed, Vickie would mail out the real tickets. This way, we could start selling tickets very soon.

Update: See hand-out for process. Prices are up \$1 (GST, HST). Credit or Debit card – 2%. Prefer people pay cash and buy before the first of July.

Cloverdale Rodeo

We will **not** be performing in the Alice McKay. Vickie has arranged for Ray to do a protection demonstration, Tristan to fly kites, Cinema Zoo to bring in some animals, Dana Gallegher to do a Frisbee demonstration as well as Paws 2 Dance to do two shows per day. We could lay the mats down and leave them down all day. Other children's exhibitions (face painting, for example) would be set up either on the edges of the building, or on the opposite side from the dogs.

Correction: We're in the Shannon building. They'll put up a curtain at the back of the matting for our changing area and crating. Our mat area will be 25'x30' with a 15ft space between us and the mini bleachers they'll be bringing in. Not big enough for kite-flying. We can leave our mats down since it's just us, Ray, Dana and Gary with his spiders yuck. The rest of the

building will be booths for kids stuff like rodeo passports, face painting, puzzle making etc. There will be the bee people on the upper level overlooking the floor (it's only a 4ft rise for them, but they're there. We can set up a table off to the side of our ring and do any kind of promotions we like. We can sell tickets or merchandise if we want Yeah. We need to check ceiling height.

So we're booked in for the Saturday/Sunday only on May long weekend.

We need to ask about parking as last time was a disaster.

Other Demos

Vickie will arrange a 3-day weekend: Princeton Fair, Kelowna workshop, Kelowna demo, August 26, 27, 28. (Maybe no workshop – Vickie to confirm) Gail has been corresponding with someone from Kelowna who says nothing about a workshop but this may be an entirely different group.

Rosemary Heights Care Home has requested a demo. Friends of Lyd's who have made some donations have a mother there.

Treasurer's Report

The end is in sight. We need to book Alice McKay for one day with kites. Lin has changed the August 28th 4 hours to August 21st, 8 hours at the Bell Center. That way, we could make several run-throughs with handlers and a few with dogs. NB. The rehearsal time the day before the big night will have to be primarily technical.

Fundraising: \$17,800, not counting Vickie's vet. Need another \$14,000 to break even. This includes ticket sales, competition fees.

Lin will make payment for the Bell center once contract is signed. \$1600.

Wants the contract worded to indicate that we will be selling items. Will ask about catering for competitors for Sunday

Items for sale: posters (regular, laminated, dry mounted) Heat transfer Big Escape the Darkness logo on sweatshirts, T-shirts.

We already have significant profit from MP seminar. We can still fill a few more spaces.

Bring hard-copy flyers to dog clubs: TNT.

New Business

Kite Practice Day

Saturday, June 19th. Some will be there all day. Ray would like all performers to come for a short while choreograph the finale. Everyone should come to meet the kiter and proof dogs if you have the time, and everyone should be there for the finale. Aim to be there mid-afternoon.

!!August 21 Bell day!!

8 hours: some – but not all – lights. Music. Fade to black, etc. Handlers will have more influence on dogs than the people, so we need to be relaxed.

Narration

Lin will send out to everyone.

Photo Shoot

We still require decent, high-quality resolution promotion shots. WAG in Whistler wants some as well. Lin has located a private studio that rents its facility. Booked for Thursday, March 18. Four hours. We need to set up a schedule. Near Costco on King George. Change facilities. Come with nice outfit. Others should bring cameras. Lin will send out address.

Advertising

Here's what's started: Poster (looks **GREAT!!!**), brochures, distribution list (come September, Jean will organize distribution – names and addresses based on areas). Ads in Magazines.

Program

Update from Joan: What size program do we want? 6 x 9: 16 pages. \$734 + \$96. 12 pages \$100 less. Jean could pick up if in the Lower Mainland.. 80 pound coated text glossy. We would provide PDF copy.

We could sell ads: business cards: Try to recoup costs.

Costumes

Annette has started several, under Ray's guidance. These are not finished but they are already **FABULOUS!!!!** Need to coordinate with everyone – sleeves, for example. Quite delicate. We'll need to practice with them a couple times to proof the dog, work out any problems. Leggings and dance shoes may have to be dyed. Once you know your costume, rig yourself a practice costume to give dog opportunity to move with it.

Wigs: may need to practice more with wigs than with costumes.

Animal Planet

Gail has contacted them and they are interested in coming to a rehearsal. They are interested in specific breeds but have not indicated which ones but have mentioned shelties. New show: Cats and Dogs 101. Will do different breed-related shows. Gail's contact will talk to other people and might end up coming to one of our rehearsals. They will contact us again. They filmed and photographed WCFO but used some not unflattering footage. They focused on some of the silly things, like a dog voiding in the ring. They don't hesitate in making fun of people. Gail will talk to them about the seriousness of our enterprise. Ray cautions us to be wary.

Justin and Enzo

Vickie should update re. garage sale, costumes, rehearsals, June 19.

Next meeting:

Wait and see. TBA TBD

Does it feel as though we're juggling quite a few things right now?

The trick is to make it look easy.

