

Peninsula Friends Of Animals
Board Meeting Minutes
04/20/16

The meeting was called to order by Vice-President Nancy Campbell at 11:36am.
Members Present: Marilyn Ash, Nancy Campbell, Ann Gilson, Danette Grady, Judi Norton, Sharon Palmer, Barbara Swedeen

Member Excused: Kevin Rose

Andy Callis of Callis & Associates, reviewed our insurance coverage. The average replacement value for a residential two story house is \$130/square foot. At approximately 4,000 square feet, we are underinsured. Therefore, if we have a partial loss, there is a 90% coinsurance penalty.

The board discussed earthquake insurance. Ann requested a quote for Safe Haven. The board also discussed cyber security. Andy will give us a quote on cyber insurance as well as an umbrella (increasing limits).

March minutes were approved as changed.

Annual meeting is scheduled for May 25 at Lazy Acres Clubhouse, 5:00 snackluck; 6:00 business meeting. We will need a ballot; envelopes need to be stamped and mailed to all members three weeks before the meeting.

It was moved and seconded that Marilyn be reappointed to the board. The motion was approved.

We need more office management time. Need to look at options.

Board Selection committee appointed: Marilyn, Sharon, Danette

Determine needs which could be funded by grants:

- Spay/Neuter
- Staffing

Greg and Kent are working with Grant Station software

Membership campaigns: there has been a significant increase in non-renewals. Need to follow up with snail mail. Betty will send out letters. Need to campaign this year with eNews, Pet Tidings, website, Facebook.

Reports attached:

Executive Director - Danette

Treasurer - Judi

Shelter Director - Nancy

Media - Marilyn

Spay/Neuter - Sharon

Meeting was adjourned at 2:20 pm.

Respectfully submitted,

Marilyn Ash, Secretary

April 19th, 2016

TO: BOARD OF DIRECTORS

FROM: DANETTE

RE: APRIL EXECUTIVE DIRECTOR REPORT

VOLUNTEERS:

Total volunteer hours for March 1225.75. We had 9 volunteers helping with our Feline Fiesta Event setting up auction, selling items, selling potholders and t-shirts, taking tickets, etc. One of our volunteers was successful in procuring a case of wine and a \$50 dinner certificate for auction items. Jacqueline Petersen did all the planting in the flower pots. Linda also has a new volunteer helping her with projects on Tuesdays.

PUBLIC RELATIONS:

Briefs as well as ads were placed in PDN and the Sequim Gazette for Feline Fiesta as well as The Dance Disco Party sponsored by Sequim Gym at the Port Angeles Senior Center. KSQM and KONP did community service announcements and KONP did a call in interview on Friday before the Disco fundraiser. Flyers were placed at several locations in Sequim and PA.

FUNDRAISING:

Feline Fiesta was very successful with a profit of \$6,132 which is \$7 more than last year's Tea. We may have had fewer tickets sold but we had a generous audience for our auction items. The Dance Disco party brought in \$300. I'll be picking up our check tomorrow from the Black Bear Diner Event which I know will be quite a bit smaller than last year's because of the off hours schedule for our diners.

Nancy and I met with Carolyn St. James who had met with the Board several years ago and offered to help with grants. She wasn't able to fulfill her commitment at that time but will now do some grant work for us.

We are implementing some of the suggestions Carol, the consultant we met with from California, shared with us. Judi has secured the list of names removed from mailing list to review. I spoke to Bill Koenig Jr. regarding adding an advertising line for PFOA in his newspaper ad which he'll discuss with his marketing department. I arranged to have Steve Wirta and Dave Blake check our driveway. They both feel it isn't necessary to do any major work at this time. Dave Blake of Blake Sand and Gravel offered a suggestion to gravel only top third of driveway for drainage problem from highway. His estimate for a truckload or 11 yards of gravel would be \$300 plus tax.

Our next fundraiser will be Saturday, May 21st, The Purrfect Arts Event at Studio Bob in PA. Artists, storytelling and fiddling will be featured.

I have a phone interview on Thursday with a Merck volunteer to discuss Marketing Program.

PFOA Treasurer's report
April 19, 2016

1. I have invited Andy Callis from Callis insurance to be our guest at the April board meeting to go over our insurance needs and to answer any questions we may have.
2. I have also tentatively (based on the board's decision) invited Kurt Anderson to talk to us at the May Board meeting about our investments.
3. I have recruited a possible new board member. His name is Kent Boster and he has been at several of our board meetings as a guest. He and Greg Norton (who is on the finance committee) have talked about how they could work together on procuring grants for the organization.
4. Membership income is down for the quarter vs. budget.
5. Animal program expenses are up over \$10,000 for the quarter over budget.
6. Feline Fiesta event was a huge success. No final figure yet but it should be over \$5000.
7. I also had Betty send me the info for the Pet Tidings advertisers payments and non-payments. The board needs to update me on who is complimentary and who is in arrears.
8. I also had Betty send me the purged list of donors who have not donated for the last few years as per the advice of the consultant who came to give us some information.

Hello, All.....

It has been a busy month with both Kimmie and Della out for the same two weeks and Miss Nancy filling in with Danette picking up a lot of slack.....however, we have that behind us, and we are moving forward with filling the vacant Caretaker position. Lots of time has been invested in this pursuit, with most of the candidates presenting some interesting qualities (or lack there-of)—it has been quite entertaining.

There have been 7 cats adopted this month including several of our older and/or difficult to place cats. Ann adopted 15 year old Callie (from the elderly gentleman with the three cats) and we placed Max—our IBD cat on the expensive raw food diet. Another of those three cats needs the radioactive iodide treatment in Tacoma in a couple of weeks—good thing we got the \$1,000!! Milo and Mazie (the gray wobbles) were taken home by our wonderful volunteer, Margaret Carr—their adoption is not yet official or counted. I have four new cats coming in next week—three are Siamese, so they will be the Singing Siams trio. Mogwai, our big black boy with serious heart disease should be going home in a couple of weeks—he hates his meds, so we are concerned.

Lucy, our Manx Syndrome cat, has been to the vet twice for overnight stays for constipation. After fluids for a week back at the shelter, she is slowly getting back on track. Tony's fluids have been increased, but he is holding his own with his kidney values where they were two years ago—we are very pleased with that! Toby's eye is doing better after weeks of three times a day eye drops—he came very close to losing the eye after rubbing off the graft that was put in after the claw was removed from his eyeball—LOTS of extra time and worry for the staff.

The fund raising letter was finally finished (blame the flu and resulting Vertigo for my tardiness) and it is full of nice pictures and spay/neuter focused. Great job with the set-up, Marilyn! Since we are past tax-time, we will hope for tons of money.

That's all, folks.....

Nancy Campbell
PFOA Shelter Director

Media Report
April 20, 2016

Completed posters for special events. We are getting the larger ones produced by Office Depot now, since Costco closed their print shop. Cost is slightly higher, but the posters are printed and secured to foam board, making them sturdier and easier to set up on easel.

Solicitation letter completed and sent to Olympic Mailing for printing and mailing. We discovered that Olympic Mailing does not do printing; they contract it out to Seattle wholesale printing firm that only deals with other printing businesses. Everyone on the Peninsula has or is moving toward contracting out printing services. Olympic Mailing does not mark up the cost of printing as much as the other companies; therefore we should continue to use Olympic Mailing.

Due to delays in completing the first solicitation letter, Pet Tidings will also be delayed. Goal is to have all info to layout by April 29, with layout and printing completed and ready for distribution by end of May. PT editorial will emphasize benefits of PFOA membership.

Recommend that we cut back Pet Tidings to three issues for at least this year.

Do not solicit for donations in March-April.

Spay/Neuter Report
April, 2016

We had a clinic today (April 20) - 15 animals were altered
Welcome Inn has 30 cats – owner does not want them s/n – wants them gone.