

**Peninsula Friends of Animals  
Board Meeting Minutes  
January 20, 2016**

Members Present: Nancy Campbell, Ann Gilson, Danette Grady, Judi Norton, Sharon Palmer, Kevin Rose, Barbara Swedeen, Marilyn Ash.

President Kevin Rose called the meeting to order at 11:40 am. He introduced guests Greg Madsen; Charlotte and Greg LaRue

Barbara indicated that the December minutes did not list names of signers, and that the previous signers were not all board members. The minutes will be revised. The December minutes were accepted as revised.

The board reviewed the large donor appreciation calls:

- Donors appreciated the calls
- There were some donors not contacted because of wrong or missing phone numbers
- Very positive responses – board members enjoyed the contacts
- Board members agreed that we should be doing this annually

Kevin complimented Nancy Dolansky on her videos. They are the most far-reaching posts – recent videos have reached up to 50,000 with many likes and shares.

Computer Maintenance Costs / Fire Extinguisher – no action. Bob may be thinking that the system is out of date, but may be updatable. Danette will touch bases with Bob.

2016 Budget will be distributed soon, with a comparison to the 2015 budget. Judi asked for prompt input from everyone.

2016 Pet Tidings / Solicitation Letters Schedule – Board requested schedule be revised to start four weeks later, so that last letter (Christmas Card) can reach homes in mid-December.

Marilyn to open safety deposit box, remove contents and see about closing the box – savings of about \$70 per year.

Reports:

Executive Director, attached

Shelter Director, attached

Spay/Neuter: Sharon reported that we will have a good month for spays and neuters.

Media Report, attached

In next Pet Tidings we will include a note about how long it took to get the issue out and why there is no Winter issue.

Barbara would like to see stats on website hits.

Barbara encouraged all board members to search for grant opportunities on internet. Search: "Pet Welfare Grant". We did not get much grant money in 2015. Check out Bissell.

Petfinder has a medical grant, up to \$1000, for cats with serious medical issues. The Petfinder Foundation website talks about how kitties can be designated to be sponsored (sponsored tag), and people can donate. Petfinder will send a check once a quarter.

The Meacham Grant, through American Humane Society, provides up to \$4,000 for any capital improvements/expenditures that will improve the life of cats in the shelter.

Phillips grant is in July – we need to be ready for it.

The board discussed looking for grant writer. Kevin and Judi will contact writers they know.

In Executive Session, personnel and staffing issues were discussed.

The meeting was adjourned at 3:20 pm.

Respectfully submitted,

Marilyn Ash  
Secretary

January 19, 2016

TO: Board Of Directors  
From: Danette  
Re: January Executive Director Report

VOLUNTEERS:

Total number of volunteer hours - 1004.75. 5 new volunteers have signed on including 2 young ladies with developmental challenges who are wonderful with the kitties. We've had dedicated volunteers who have been invaluable during our Holiday Food Drive, picking up food from several locations a number of times as they filled during the Drive. We also have a new young and energetic lady helping with cleaning duties two days a week who is also willing to do special projects like shampooing cat trees.

PUBLIC RELATIONS:

Holiday pet safety tips were given to radio stations. Having our Holiday food boxes in Sequim and Port Angeles locations and our need for pet food on website and ads generated phone calls and emails regarding mission of PFOA and having several people stop by with food and monetary donations. Gave several tours to familiarize them with our homelike environment and introduce them to our furred residents. Bill Koenig Jr. of Koenig Subaru stopped in to give Holiday donation of \$500. Met Lisa Martin, owner of Olympic Cellars Winery, and submitted application for their Summer Concert Series.

FUNDRAISING:

After seeing our on line auction items in December, I was contacted by an internet business owner who offered a \$200 gift card to be used on her site. She will also donate 3% of all sales in February plus \$5 for each review and will feature our mission and information on her site. Black Bear will have their Dining Fundraiser for us on Wed., Feb. 24<sup>th</sup>. 15% of all dining between 8 -12 and 2 – 5 will be donated to us. No flyers are required. In process of planning upcoming fundraisers for March, April, May, July. Marilyn and I are talking about encouraging individuals to do their own fundraising effort for us and adding those ideas to our website.

We have received interest from 3 volunteers for the Marketing help request we submitted to the Merck volunteer corps. Two of them fit criteria we are looking for and they will contact us with interview times.

It has been a very hectic month with\_\_kittens and \_\_\_\_cats adopted—I will fill in the blanks tomorrow, but it was a BUNCH!!!!

We have had quite a few returnees including the two gray Wobblies—Daniel and Bonnie. They have both had serious health issues requiring multiple hospital stays that will result in HUGE bills.....I will tell you a little more about the two if time allows, We also had a sweet cat, Mogwai, who didn't eat in Quarantine and got into trouble and came close to developing Hepatic Lipidosis. Luckily, with force-feeding and lots of attention, we saved his cute black butt! A very nice declawed cat named Max has probable IBD—lots of diarrhea-- and a ton of different treatments and foods have not cleared it up—anybody in the mood for a sweetie with potty issues? Probably not going to go flying out of the shelter. The adorable white deaf cat, Neil, has been quite a problem. Neilly attacks the other cats through the glass doors and finally has been moved into his own room—we are out of rooms by the way!! Toby our gorgeous Ragdoll brother, had a tumor removed from his leg that has proved to be spindle cell sarcoma—a malignant cancer—no way to get good margins, and he also had eye surgery and a claw was found embedded deep in the eye-ball. We are hoping he will recover from the eye surgery, and the cancer will be slow to recur. Lots of stress and worry, and after hours care resulting in extra time and money, for sure. Kevin has been keeping the roads hot driving back and forth to Chimacum on emergencies. Danette, Kevin and I have spent some late nights and weekends here at the shelter ensuring that things are going well for the animals.

We also lost the sweet, starving abandoned cat who was found at Christmas—we named her Noelle. She was picked up at Best Friends Vet Clinic in PA by Kevin and brought to the shelter where she seemed terribly matted and emaciated, but was eating and doing O.K. the first night. However, by the next day she was in respiratory distress. We rushed her over to Hadlock, where she was diagnosed with heart failure as well as being hyperthyroid. Despite everyone's best efforts, she didn't respond to treatment, and Danette and I drove over to send her on her final journey on January 6th. She is buried in our little graveyard. She was so grateful to be rescued and purred and would lay her little head in your hand. So sad that we could not give her the happy life that she deserved after all she had been through.

Lots of things to talk about in Executive Session.

Nancy Campbell  
PFOA Shelter Director

Media Report  
January, 2016

Pet Tidings Fall, 2015 issue generated a lot of positive comments. There will be no Winter, 2015 issue; instead, we will start up with the Spring, 2016 issue.

Had two new Adoptable Cats & Kittens posters printed. They will be plastic wrapped, with grommets installed, to make it easier to attach and remove kitty photos.

Normal updates: website, Adopt-A-Pet, Petfinder, Facebook (managed by Kevin), weekly and monthly ads, flyers.

Changed the bar chart for adoptions to show every year since 2000.

Getting lots of photos of adopted kitties. How about a page on the website featuring adopted in their homes?

2016 newsletter & letter schedule distributed for comment.

Worked with AllPets.com – eight of our kitty listings were somehow dropped. They have an automatic feed from AdoptAPet. This is the first time we have had listings dropped. AllPets is working with AdoptAPet to determine the problem.

Website featured cat for February will be Nielsen.

Marilyn Ash  
Media Manager