

**Peninsula Friends of Animals
Board Meeting Minutes
June 15, 2016**

Members present: Judi Norton, Nancy Campbell, Ann Gilson, Kevin Rose, Sharon Palmer, Marilyn Ash

President Kevin Rose called the meeting to order at 11:40 am.

The May minutes were accepted as written.

Danette reviewed the Merck volunteer Marketing Strategic Recommendations. Focus is to improve social media, web presence, etc. Danette requested \$200 for Facebook advertising for the Harbinger event. Her request was approved. She talked about the recommendations. Brian, the consultant, presented a strong recommendation to improve our logo. Brian feels that our logo design is out of date; we are trying to capture too much; there is a lack of focus. Danette recommended updating the logo, and recommended a separate meeting to thoroughly discuss Strategic Recommendations. There was a lack of consensus on changing the logo.

Judi reviewed insurance quotes received from Callis. The board discussed making a number of changes. Judi will get a revised quote from Callis.

The phone system is a problem and needs to be replaced. Judi will contact CenturyLink.

Nancy discussed the cost of success at PFOA and how to pay for it.

- We should focus on areas we are good at, but this comes with a huge price tag. There is no way of predicting medical costs by just looking at a cat.
- Veterinarians are becoming more technologically savvy. For example, they will decline to perform surgery on a cat with heart issues without approval from a cardiologist.
- We do not make money on adoptions; adoptions cost us money. If we want to increase the number of adoptions, we need to increase the budget. When we have fewer cats at the shelter, we do more adoptions – there is less stress among the cats, and they show better.

The board decided to keep the adoptions target at 150.

Kevin suggested updates to the website: update staff and volunteers sections with new photos. Include photos of board members (real photos, not cats). Board members need to supply photos they would like to have used

Danette discussed the budget for summer landscape work. The shelter is overgrown with weeds, and weed whacking is badly needed. Jen Cabbage is coming in to volunteer for outside maintenance work in a couple of weeks. The board moved, seconded and approved a budget allocation for outdoor maintenance.

The board moved, seconded and approved appointing Kent Boster as a board member.

The meeting was adjourned at 2:20 pm.

Respectfully submitted,

Marilyn Ash
Secretary

June 14, 2016

TO: Board of Directors

From: Danette

RE: June Executive Director Report

VOLUNTEERS:

Total volunteer hours for May – 1383.5. Two new volunteers, a high school student from Forks and an office/event/socializer who will spend one or two afternoons with us. Our volunteer crew did a great job hanging art, manning the admission table and food table at the Purrfect Arts Event. I'm now recruiting for our upcoming Harbinger Event. Jen Cubbage responded to my urgent plea for a weed whacker but won't be able to come for a few weeks. We need someone ASAP before we have a field in the Pole Barn yard. Bill is working on idea to safety proof Angel's front yard at Pole Barn.

PUBLIC RELATIONS:

Nancy and I will do a presentation, along with WAG, on fostering at Best Friends Nutrition in Sequim. We will be there Saturday, June 25 to explain what we require in order to foster a cat or litter of kittens. I'll talk about our volunteer program. New feather flags were ordered and will be delivered in 2 weeks. They were paid for by an anonymous donor. I will be doing a fireworks pet safety interview with KSQM and KONP preparing for 4th of July fireworks. Had conversations with Brian Schaefer, Merck volunteer regarding marketing and strategic recommendations and Ainsley Allen, Merck volunteer, discussing logo and website updates. Marilyn is excited about his website ideas.

FUNDRAISING:

The Purrfect Arts Event generated \$820. Mary Myers worked diligently to secure 40 pieces of art from 25 artists. 10 pieces sold. We reached a diverse audience in the art, storytelling and music community but had hoped for more of a turnout. We sold 53 tickets and 9 no charge tickets to attending artists. Preparing for our next fundraiser at Harbinger Winery on Saturday, July 23rd from 6-8 PM. We'll have another special bottling of "Meowrlot" for 2016. Mount Townsend Creamery is donating their fantastic cheese again and WeDo Fudge will donate 50% of their sales at event. Sara, the owner of Harbinger will donate 25% of sales. The group, "Bread and Gravy" will be donating their musical talent for the evening. Look forward to seeing you all there. Last year was great and this year will be even better.

Treasurer's report – June meeting

1. We had to order a new dishwasher for downstairs and the cost was \$602.71 which included \$150 for delivery and installation. And while the person was here we had them repair the upstairs dishwasher for \$48.75.
2. I have all the paperwork from Sound Bank and also D.A. Davidson completed and signed and I will be dropping it off at their office this week.
3. On the Statement of income and expenses we are showing \$20,000 to the good compared to last year at this point when we were \$34,000 in the red. But let us not lose sight of the generous \$50,000 donation from the Pages.
4. We are also \$2,000 behind on potholder sales compared to last year but that is due to the volunteers requesting that we cut back on events. We are set to do the big events, like Lavender festival in July which I hope will be even better than last year.
5. We are up by \$3,000 in event revenue compared to last year. Thank you, Danette.
6. Barbara Swedeen has donated her car to PFOA and we have since sold it.
7. This coming month I will be analyzing phone options so if anyone has any ideas please share them with me.
8. I am presenting insurance options for the board to analyze and approve for payment in July.

Media Report
June, 2016

Pet Tidings went to the printer on Monday, June 13. The expected delivery date is Friday, June 24.

In addition to the normal advertising, flyers and website updates, created Harbinger Winery posters and flyers, as well as the graphics and text for the Facebook advertising.