

**Peninsula Friends of Animals  
Board Meeting Minutes  
May 18, 2016**

Members present: Barbara Swedeen, Judi Norton, Nancy Campbell, Kevin Rose, Sharon Palmer, Marilyn Ash

Members excused: Ann Gilson

President Kevin Rose called the meeting to order at 11:43 am. He welcomed guests Kurt & Kent Boster.

Kurt Anderson, from D. A. Davidson, discussed what's going on in the stock market and international market. He reviewed our holdings, identified ideas for future investments, and distributed roles and responsibilities of a board of directors.

Stock market – at beginning of year, there was lots of fear. Reasons for corrections: the economy was going into recession and there were global economy slowdowns. These would have negative impact. The price of crude dropped from 80's to 20's, but is now back to 40's. There were 170K jobs lost from oil patch; however, the economy created over 400K jobs. The market recovered. General thinking is that interest rates will go up a small amount this year, but should not adversely affect investments. Cost of money will need to be at 4% for the economy to be affected. Election will create more volatility but will not derail the economy.

We will probably have a stock market with 4-5% returns. Will get decent slow growth out of both stock market and international market – around 5%. On average, markets are up 80%, down 20% of the time. Good target for conservative asset allocation is 60% stocks/40% bonds. U.S. dollar is very strong at this time. We had 18% correction at beginning of year. Going forward, long term trend is up; short term trend is neutral to down. Our portfolio should be actively managed mutual funds and passively managed ETF's.

When there is an inverted yield curve, that's when markets correct. Dow will continue to trade in range of approximately 16K to 18K.

Kurt brought three different investment options for the board to review: MFP Elite, MFP Classic and MFP Index-Based. With MFP (managed fund portfolio) options, we get three layers of supervision:

- 1) Kurt – watching the performance and discipline.
- 2) D.A. Davidson Investment Policy Committee – select and monitor the mutual funds.
- 3) Mutual Fund Managers. MFP's get the lowest cost funds. Kurt suggested using the MFP Classic We discussed the possibility of splitting our investment between Index-Based and Classic.

It was moved and seconded that we split the equity portion of the investment equally between the MFP Classic and MFP Index-Based options. Motion passed unanimously. This will affect the brokerage account only. We will not transfer any money from the money market account to brokerage at this time. We may revisit in the future after we see the performance of investment fund.

The board reviewed the April minutes. Need to add Judi and correct the name of software to Grant Station. It was moved and seconded to accept minutes as corrected. Motion passed unanimously.

Donor plaque will be ready for annual meeting.

We have a estimate from Blake Sand & Gravel of \$300 to regravel from gate about 1/3 down the driveway. A grader has been donated and Bill will spread the gravel. It was moved and seconded that we proceed with regravel project. Motion passed unanimously.

A local veterinarian has expressed interest in being on our board. The board felt that it was important to invite our primary veterinarians, and Nancy will extend that invitation. Kevin will research the pros and cons of having a veterinarian on the Board.

Danette gave an update on Merck volunteer project. Danette and Marilyn had a conference call with Brian Schaifer. He is very much an animal lover. He understands non-profit. He was a senior project manager with Bacardi, and has a non-competition clause in his contract. He saw the opportunity on Merck site and decided to use his time to help us with marketing plan. Danette would like a special meeting of the board to present Brian's proposed marketing plan.

Judi discussed follow up from Callis meeting. She has some quotes and is waiting for additional information. Judi will get together with Barbara and present recommendations at next board meeting. Marilyn will talk with our software consultant to see if he is an appropriate person for implementing security and backup process.

Strategic Planning – the board needs to have a plan in place with goals, objectives, measurable, action plan. Nothing general – lots of specifics. The strategic plan committee members are Greg Norton, Judi Norton, Nancy Campbell, Barbara Swedeen, and Danette Grady.

After discussion, it was moved, seconded and approved to accept contract between PFOA and Linzie Roberts.

Kevin will update the Barker House and Cozy Cottage contracts and distribute via email for approval.

Kevin reviewed the Annual Report and Agenda for Annual Meeting. Several suggestions were incorporated, and the report and agenda were approved as modified.

Attached Reports:

Executive Director – Danette  
Shelter Director – Nancy  
Treasurer - Judi  
Media – Marilyn

Spay/Neuter report: Sharon reported that there were 4 female dogs and 4 female cats at clinic today. She will be making some trips this summer and has tried to schedule around clinics, but is looking for volunteers to cover for her. Clinics are scheduled through December. Kevin was willing to cover for Sharon.

The meeting was adjourned at 2:56 pm.

Respectfully submitted,

Marilyn Ash  
Secretary

May 17, 2016

To: Board of Directors

From: Danette

Re: May Executive Director Report

#### VOLUNTEERS:

Total volunteer hours for April – 1249.7. We have a new male volunteer who loves kitties and is going to be a new weekly socializer. I do have an urgent need for a volunteer who likes to weed whack. We're getting to jungle level outside of iso and Turtle Towers so if you know someone who enjoys the outdoors, we have a great opportunity. We'll utilize our monthly PDN ad to recruit groundskeeping volunteers. Scheduling 12 volunteers for upcoming PurrFect Arts Event this Saturday.

#### PUBLIC RELATIONS:

KSQM and KONP are broadcasting our event info in their community event segments. We have an ad running for the first time in the Spotlight section of PDN for our Arts, Music and Storytelling Event and hope it will reach a broader weekend entertainment audience. Running an ad in the Sequim Gazette also. Our volunteers distributed flyers in time for Irrigation Festival attendees to see them at various business locations. Judi and I will be attending the Biennial ALP Conference for Clallam County Nonprofits coordinated by the Olympic View Community Foundation this Friday. The focus will be "Fundraising for Sustainability". It will offer an opportunity to meet local philanthropists and learn how and why they make their giving decisions. It also affords us the opportunity to meet other non profit representatives. We had a group from St. Luke's Episcopal Church in Sequim visit last Saturday. They were impressed with our facility and 7 of them asked for volunteer applications.

#### FUNDRAISING:

Our next Event will be this Saturday, the 21st at Studio Bob in Port Angeles. Mary Myers has worked diligently to have 20 some artists displaying and selling their work with 30% of art sales donated to PFOA. "Old Time Fiddlers" and the "Crocs" will be playing and Ingrid Nixon, a well known storyteller will be weaving her tales. Marilyn and I have had conversations with a Merck volunteer who is a marketing director and has offered a PFOA Situational Analysis and Marketing Challenge which we would like to discuss with the Board at a time to be determined. We feel he has presented excellent ideas for us to pursue. I also had an opportunity to have a phone consultation with another Merck volunteer who has also offered visual branding ideas that we'll discuss.

Shelter Director Report – Nancy Campbell  
May 2016

Another busy month...we have adopted out 7 cats and 1 kitten. We received a \$3,000 adoption fee from a gal who adopted a cat from us back in 2002—she had just lost her cat, Charlie, and is very happy with her new girl, Nellie. We have taken in 12 cats plus a mom and her 5 kittens coming in this week, including a cat from the KOA campground and two teenage kittens left outside our door on Saturday afternoon. I think we might be seeing more drop offs now that the HS is right down the road. We also have the cutest little black cat with tiny feet—appropriately named Little Foot. He has some sort of birth defect or damage that has left him with small and painful feet—I am anxious to see what his vet check reveals.

Mogwai, our cat with the heart condition has been adopted, and it looks as though our IBD cat, Max, is working out in his new home. We are very pleased by these “special” adoptions.

We have completed our job search and interviews, and put together the paperwork needed to bring someone on board. Kevin, Danette and I went out to Barker House last Wednesday, and will report on that at the meeting, as well as present the contracts for approval. Linzie and her husband are already on site—very nice kids. She will be starting work at the shelter this week.

PFOA Treasurer's report 05/16/2016

1. Talked to Callis insurance and received quotes for increasing coverage. Our insurance expires in July so I would request that myself and 2 other board members go over the quotes and we can make a decision at our May board meeting. I have quotes on increasing values on property and also quotes on increasing director's liability and cyber insurance.
2. I will be working with Bob and Kevin at Nexmatrix to resolve our phone issues. They overcharged us last month \$586.83. They have put it back on our phone credit and I have told them that they need to credit it back on the American Express card that it originally came off of.
3. We have filed an extension on the 990 and we are getting all the data together to take to the CPA firm.
4. PFOA has Grant station through Techsoup and we were able to add another user so Greg and Kent will be working on grants.
5. In order to apply for grants the board needs to implement a strategic planning committee. I would be willing to chair this committee but I will need at least 2 other board members.
6. Vet expenses are still running quite high. How to achieve the same amount of quality and needed care but working on reducing costs should be a part of our planning session.

Media Report, May 2016  
Marilyn Ash

Pet Tidings is in layout. I submitted the last of the content to Nicole on May 17. I don't have an estimated date for the first proof, but I expect it in about two weeks. Given another week for review and revision, ten days for printing, and 3-5 days for distribution, and the Spring-Summer issue should be on the stands by third week in June. I will be revising the Pet Tidings / Solicitation Letters Schedule for the remainder of 2016 and will send it out by end of May.

Designed and developed special flyers, posters and advertising for Purrfect Arts Event.

Completed normal weekly Gazette ads, end of month Pet Page ad and photos for PDN.  
Processed and cataloged all new cat photos.

Updated website: adoptable cats and kittens, adopteds, homepage, events, board information, board members, fundraisers, spay/neuter, wish list. Added Special Committees page accessible from Board Information.

With Danette, interviewed Brian Schaifer for marketing strategy support. Brian appears to be extremely well-qualified to assist us. He spent considerable time developing presentation materials and delivered appropriate strategic recommendations.