

**Peninsula Friends of Animals
Board Meeting Minutes
August 17, 2016**

The meeting was called to order by President Kevin Rose at 11:40 am.

Members present: Ann Gilson, Nancy Campbell, Danette Grady, Marilyn Ash, Kent Boster, Judi Norton, Kevin Rose

Member excused: Sharon Palmer

Ann moved and Kevin accepted that the minutes be accepted as written. The motion passed unanimously.

OLD BUSINESS

Phone system: Judi questioned the hardware that Bob is supposed to install. We are not sure how it will work with landline, but according to Danette, if the box does not work as advertised, Bob will purchase it from us. Some board members expressed frustration with the current phone system. Century Link has an option (Virtual Receptionist) for \$14.95 per month that will replace an answering machine. Judi will get more information and follow up on the order for two landlines.

Marilyn covered the new website design. Received unanimous approval to proceed. Marilyn will work up a sample website for next board meeting.

Strategic Planning Committee: Kent reviewed the results of the committee meeting. Computers are not networked. Data collection and storage is an issue. If we are hiring an office person, the committee has ideas of what that person should be doing. The board did approve \$10K in the budget for a part time office person. The Committee proposed a new position: Information Officer and Grant Writer. Need a person who will have sufficient time available for grant writing. Information Officer duties: manage data of the organization; establish centralized system for entered data to be retrievable, categorized and summarized. Establish schedule for data backup and retention. Grant Writer duties: find grant possibilities, provides updated grant status, etc. Maintains necessary info. Board discussed the need for an Office Manager. Nancy talked about the need for accurate data to support cat rescue and placement. Marilyn discussed the need for data management. Individual board members will gather data needed and provide to Marilyn for development of an organizational data model.

Needs:

1. Define the data – existing and needed
2. Acquire software

Monthly reports: Danette, Executive Director, attached

Meeting adjourned at 2:15 pm

Respectfully submitted,
Marilyn Ash, Secretary

August 15, 2016

To: Board of Directors

From: Danette

Re: August Executive Director Report

VOLUNTEERS:

Volunteer Hours for July 2016 – 1345. Four new volunteers have signed on this month. Eight hardworking volunteers staffed the Harbinger Event. Lauren Mielke did a great job pruning the shrubs and weeding the front area of the building. Mike Howard and John Mash have been weed whacking and helping Bill with the mowing. Bill and Bob Meyers will be setting up the new portable generator. Greg Norton and Ted Dennis helped unload it. Our intern from Jamestown is a conscientious worker and is assisting Linda each morning. Appreciate all of our volunteers who fill in wherever needed. Contacted the Haying man and the job has been completed.

PUBLIC RELATIONS:

Attended Sequim Chamber of Commerce evening Workshop on “ Effectively Marketing Your Business”. Met new business owners and renewed ties with other established owners. Arranged to have Carolyn St. James speak to Planning Committee this Saturday. She’ll discuss writing a strategic plan for PFOA. Toured a group of 4 cat loving ladies from CA. through shelter. They purchased pot holders. Arranged to have owner of George Washington Inn be a new vendor for sale of potholders. KSQM invited us to have a booth at Pet Day in September. Discuss new methods of advertising on Highway 101 to increase our visibility.

FUNDRAISING:

Waiting to receive check from Harbinger for percentage of Event proceeds. We made \$1,504 with no expenses for the Event. WeDo Fudge donated 50% of their sales - \$85.00. We had a standing room only crowd with a variety of ages represented. Facebook, Friends, our Flyers and the Winery Club were very successful in generating new supporters. Met an artist, Todd Fischer, at the Event who invited us to have an information booth at the unveiling of his mural in a Port Angeles building.