

**Peninsula Friends of Animals
Board Meeting Minutes
December 21, 2016**

Kevin called the meeting to order at 11:45am.

Members present: Marilyn Ash, Kent Boster, Nancy Campbell, Danette Grady, Sharon Jensen, Judi Norton, Sharon Palmer, Kevin Rose

Member excused: Ann Gilson

The November minutes were developed and approved as written.

Kevin asked about board member term limits. He asked about three individuals going off the board at the same time. Nancy suggested that new board members who are replacing existing directors serve for the length of the term being replaced. New directors would be voted on at the next membership meeting. As discussed in the November meeting, we really do want to maintain term limits. Nancy moved that we grandfather in the original board members serving prior to the time the original term limits were implemented. The motion was seconded and approved unanimously.

Danette provided a synopsis of the meeting with Suquamish Tribal grant writer Teresa Barron. Teresa was very helpful in providing direction for grant writing. She put a notebook together which is kept at shelter. It covers all aspects of grant writing; expectations of grantor. She also talked about the importance of using grant received in working with other grantors. Example: we received \$10K grant from x; if you can match that, we can do more ... Letters of support are more effective when they are from local government officials. Importance of sustainability plan – the Board needs to discuss. Plan needs to state organizational capacity, key elements, graphs. It is best to be as visual as possible in including graphs in grant application. Always remember that the power of a small group of dedicated people can accomplish so much – don't lose sight of this if we are turned down for grants. She emphasized the importance of data management. She was very generous in offering to help with grant writing after she retires.

Kevin discussed the Shelter Manager software we have been using since November. Cost is \$320 per year. Kevin purchased a six month license, which is expiring soon. Software is multi-user. It has multiple user security classifications. We need to consider conversion of existing data.

Kevin discussed the importance of financial support from board members. Many people will only contribute to organizations where board members are also financially contributing. Any future bylaw change would require further study. Judi will check with Greg re monies contributed without entry in bookkeeping system. For example, supplies we purchase, donation "in kind". Tracking of contributions is a problem.

Judi distributed Financials. Discussion of Bob Bennett contract was tabled. Potholder season went well.

Sharon – had S/N clinic 15 animals (6 cats; 9 dogs) last Wednesday

Marilyn distributed the Pet Tidings / Solicitation Letters schedule for 2017. She asked for any changes needed.

December 19, 2016

To: Board of Directors

From: Danette

RE: December, 2016 Executive Director Report

VOLUNTEERS:

The total number of volunteer hours for November – 1478.5 Three new volunteers – one who has data mgmt. and accounting background and is a candidate for our part time office position. She will also volunteer office hours and socializing time with cats. Our other volunteer is an excellent organizer and has worked on reorganizing closets and shelves. She will also take on our sponsorship program. The third volunteer is making magnets for us to sell and will be an event volunteer. We will advertise our need for Food Bank volunteer in our free ad in Gazette and PDN in January.

PUBLIC RELATIONS:

PDN ran potholder article. We received \$1,000 check as a result of stating our need for help with costs of specialized medical procedures. KSQM is running tape of Holiday Pet Safety Tips I did for them last year. Judi and I brought our potholders to the Cabin Fever Quilters in Chimacum. We sold 45 potholders and they also viewed our adoptable cats and kittens poster. This is a great group of ladies who invite us back each Holiday Season.

FUNDRAISING:

Judi and I had a successful day at Frosty's Winterfest at The Fifth in Sequim on Dec. 10th. We had over \$500 in sales. Besides potholders, we also sold some hats that Linzie made and some beautiful magnets that a talented volunteer made. We also talked with many supporters and had our adoptables posters on display. Some pet food for the food bank was donated and the Fifth donated \$30 from their raffle. We have our Holiday Pet Food Donation Boxes in 9 locations throughout Sequim and Port Angeles. Volunteers will be doing pick ups.

Hello, All,

Another exceptionally busy month with staff changes and the resulting work of setting up new schedules, meetings, and getting things back into good running order at the shelter. To say that we are doing well would be a bit of an understatement. I hope that you have all noticed the cleaner, more organized and happier Safe Haven? We will go over our employee evaluation at the meeting. The staff went to the movies together and had a great time, even though the movie was not so great. It is very nice to have a convivial working relationship and to experience a sense of teamwork, again.

We have adopted a lot of animals this past month-- 16 cats and 8 kittens. We have taken in ? new kitties. The sad news is that our sweet dilute tortie, Aster, passed away in recovery after eye surgery. She came to us with a horribly damaged eye that had been giving her misery since being adopted five years ago from OPHS with a terrible URI. She had been getting better with two weeks of four times daily drops, but needed the surgery to remove eyelashes and to clean up the ulcer that had almost cost her eye. We all, and Dr. Murphy in particular, feel terrible about losing this lovely girl. We buried her in our little Pet Cemetery at Safe Haven.

I think our total adoption count will top 140 for the year, and that is pretty impressive considering the turnover in all three caretaker positions and having so many old and hard-to-adopt cats. We adopted Chevy, our cat with idiopathic FUS, an FELV positive cat and kitten, an FIV positive cat, Max who had IBD, and many other really tough adoptions of kitties that were "cranky" or had been with us for some time. Angel, our 15 year old Persian returned to us after 12 years in a home, was adopted and 12 year old Heather who was also brought back, found a great home, as well!!

My final fund raising letter was mailed last week, and I will enjoy reading the efforts of some of my fellow Board members in 2017!

Hope you all have a wonderful Holiday and New Year!

Nancy

MEDIA REPORT
December, 2016

Website statistics: During the past 30 days, our cats' detail pages were viewed 1,383 times on Adopt-A-Pet. Detail 7 and 30 day statistics by cat for all currently available cats are attached.

I update detail kitty information on our website, Petfinder and Adopt-A-Pet whenever we get new kitty photos and blurbs, and when our kitties are adopted. Adopt-A-Pet has an automatic export of all of our information to several other websites, including:

Petestablished	https://www.petestablished.com/
AllPaws.com	https://www.allpaws.com/
LikeThatPets	mobile app available for iPhone and Android
Found Animals Foundation	http://foundanimals.allboatsrise.com/
Joyful Pets	http://joyfulpets.com/
Paw My Gosh	http://www.pawmygosh.com/
Pet Harbor	http://petharbor.com/
Shelter Pet Project	http://theshelterpetproject.org/
PetSmart Charities	https://www.petsmartcharities.org/
PawSite	http://pawsite.com/

There are also automatic exports to pets.overstock.com, but none of our kitties are listed. The only cats listed in the area are all at The Cats Meow in Anacortes. I've sent an inquiry to Adopt-A-Pet.

Petfinder also has statistics, but they are only reported as a total or by cat breed. Not quite as meaningful.

Publications:

The Christmas Letter was sent to Olympic Mailing Services on November 29, and Caroline indicated that she would have just enough time to get the letter out before leaving town on December 9. However, she was unable to complete the folding, stuffing and mailing, and the letter did not go out until December 14. I received mine on December 16, which is not bad turnaround. However, we had hoped to get it out a week earlier.

Due to conflicts with timing of the Christmas letter, the Fall edition of *Pet Tidings* was renamed to Fall-Winter, 2016, and will be printed and mailed in January. I'll be talking with Laurie of Lobo Designs to get a quote and schedule for printing, and for printing and mailing. I have received a couple of quotes from Laurie via email, but I need to meet with her in person to make sure everything is being covered. I've also asked Caroline at Olympic Mailing for an equivalent quote and schedule.

Normal media activities:

We featured seven kitties for our Wanted – A Home for the Holidays campaign this year: Sadie & Sammie, Toby and Willie, Lover Boy, Lexi and Kona (who was adopted shortly after the beginning of the campaign). Nancy Dolansky took some great photos of the kitties (I served as photographer's assistant). The campaign is featured on Facebook and the website, the weekly Gazette ads, and the KSQM info sheets sent in by Betty, and .a special flyer for December.

Updated the Adoptable Cats & Kittens posters several times for the November-December fundraising events. Also updated the donation cans with current kitty photos for these events. Also created a special flyer with all of our adoptable kitties for the donation boxes at various businesses in Sequim and Port Angeles.

Completed several special projects for Danette. Updated the three websites with all the new and adopted kitties.

The PDN ad this month will be a thank you to the community for their support.

A big thank you to Betty for her *Pet Tidings* and KSQM support. Thank you to Kevin for his support, technical expertise and assistance to Tippy, our Facebook Administrator. 😊 And kudos to Kathy and Nancy D for all the kitty photos taken during the year. 2016 has been somewhat hectic, but nevertheless rewarding, when we look back at all the kitties who found homes this year!

And after all, it's for the kitties!

Marilyn Ash
Media Manager

**ADOPT A PET Individual Pet Statistics - Active Kitties
as of December 20, 2016**

Name	Breed Date Added	Seen in Search Results		Pet's Details Opened		7 day click through rate
		7 days	30 days	7 days	30 days	
Bobbie Jo	Manx 23-Mar-15	50	269	13	58	26.00%
Clara	Domestic Shorthair 14-Nov-16	15	123	1	7	6.70%
Dash	Domestic Shorthair 18-Dec-16	147	147	2	2	1.80%
Dot	Domestic Shorthair 18-Dec-16	145	145	2	2	1.90%
Fagin	Domestic Shorthair 24-Mar-15	29	167	1	13	3.40%
Heidi	Domestic Shorthair 15-Dec-16	115	115	5	5	3.80%
Holly	Domestic Longhair 15-Dec-16	133	133	7	7	6.90%
Leo	Domestic Shorthair 14-Nov-16	30	179	2	10	6.70%
Lexi	Domestic Longhair 9-Jul-16	29	174	2	23	6.90%
Lover Boy	Domestic Longhair 7-Jul-15	32	186	2	13	6.20%
Lucy-Alice	Manx 23-Mar-15	97	97	16	24	16.50%
Luke	Domestic Shorthair 6-Nov-16	143	632	5	20	3.50%
Merlin	Siamese 5-Jun-16	63	331	14	46	22.20%
Merry	Domestic Mediumhair 15-Dec-16	124	124	43	43	38.50%
Misty	Domestic Shorthair 14-Nov-16	38	185	1	19	2.60%
Noelle	Domestic Longhair 15-Dec-16	143	143	36	36	29.20%
Pippin	Domestic Shorthair 31-May-16	44	198	5	19	11.40%
Priscilla	Domestic Shorthair 31-May-16	44	198	1	15	2.30%
Sadie	Domestic Longhair 7-Apr-16	29	180	5	16	17.20%
Sammie	Domestic Longhair 7-Apr-16	28	157	3	27	10.70%
Spirit	Domestic Shorthair 6-Nov-16	184	728	4	24	2.20%
Sunny	Domestic Shorthair 15-Dec-16	109	109	5	5	4.20%
Thistle	Domestic Shorthair	30	180	3	16	10.00%

	24-Mar-15					
Toby	Domestic Longhair	33	180	4	25	12.10%
	8-Dec-15					
Willie	Domestic Longhair	28	164	2	10	7.10%
	8-Dec-15					