

**Peninsula Friends of Animals
Board Meeting Minutes
January 18, 2017**

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

Members present: Marilyn Ash, Nancy Campbell, Ann Gilson, Danette Grady, Sharon Jensen, Sharon Palmer, Kevin Rose

Members excused: Kent Boster, Judi Norton

The December minutes were approved as corrected.

Ann addressed an issue from last meeting concerning the Board being unable to come to consensus on an issue. She believes we need to resolve issues no matter how long it takes. We always need to have everyone support every issue.

Ann also proposed that we do not budget for increasing revenues. We need to cut costs, not increase expenditures. When Nancy retires, we will not have someone who is able to effect large donations, and we cannot count on receiving large donations every year. Instead of adding staff, we need to adjust the workload to fit existing staff, and eliminate tasks where possible. We need to live within our income – what we are sure we will get. We should remember that this is not our money; the funds are donations from others. Over next four months, we should look at all programs. Fiscal responsibility means making hard choices.

OLD BUSINESS:

Report on website update – Marilyn discussed the process for the website redesign, and the types of improvements required. She showed a sample new homepage, which the Board generally liked. The website redesign will take approximately three months. As soon as a test site is developed, the board members will be given the opportunity to browse through the new site and provide input.

Revisit Board decision to hire a person for information management. Kevin moved, Ann seconded and the Board approved motion to rescind.

The Road to Rescue (driveway proposal). The driveway is in poor condition. Just adding a layer of gravel may not correct the problems. Kevin will contact All-Trax, and C&J Excavation for recommendations and estimates. Logan was here this morning and provided an estimate of \$3800 for correcting the driveway. Blake is also giving us an estimate.

NEW BUSINESS:

Sustainability Plan ideas and thoughts – Danette would like to see categories of membership, and will bring a proposal to the next meeting. Premiums, such as potholders, were discussed as incentives for the higher membership categories. Determination of membership categories needs to be done before the next batch of donation envelopes is printed. New donation envelopes may be needed after the next fundraising letter – Marilyn will verify.

Monthly giving a program in development. We need to bring more visibility and encourage people to contribute monthly. This helps the cash flow and gives us a better handle on expected revenues. Some websites have separate buttons (one-time donation vs. ongoing) to make it easy for people to set up automatic monthly contributions.

Nancy talked about costs not being included in our financial statements. Examples:

Volunteers buy supplies at Costco; no PFOA cash involved, but it is a donation and should be offset by the Costco receipt.

City of Forks gives us a donation for vet bills; they pay the vet directly; we deduct the amount paid from our vet bill. This understates both our vet expense and donation revenue.

Nancy noted that Walker-Max expenses are not coming out of the restricted fund; they are being paid from the General Fund. We should be using funds from the restricted fund, not the general fund. We need to do an accounting transaction transferring the money from the restricted fund to the general fund. The issue needs to be referred to Greg.

Sharon Jensen volunteered to do microchipping and other veterinarian tasks as required. The work would be performed at Safe Haven. Sharon works Thursday and Friday, but is available on other days. She can also purchase drugs at a good discount.

Sharon Jensen will provide ringworm protocol to Nancy.

Discussion of Marketing through updated Brochure. Marilyn volunteered to work with Danette to design a new brochure.

Discussion of Special February Spay/Neuter Clinic in celebration of National S/N month.

Sharon Palmer asked if Spay to Save will be doing spay/neuter. Ann talked about emphasizing nickel neuters. Nancy suggested nickel neuters and quarter spays for cats. Sharon will call Judi to get budget. Sharon Jensen shared that costs are much higher for dogs than for cats. The Board voted to allocate a maximum of \$2500 to the special clinic. Sharon Palmer would like to do this at Sequim Animal Hospital.

Reports/Requests:

Executive Director – Danette (attached)

Shelter – Nancy (attached)

Spay/Neuter – Sharon: the January clinic operated on 15 animals – 10 cats and 5 dogs. There were 2 no- shows.

Media – Marilyn (attached)

The meeting was adjourned at 1:55 pm.

Respectfully submitted,

Marilyn Ash
Secretary

January 17, 2017

To: Board of Directors
From: Danette
RE: January Executive Director Report

Volunteers:

Total number of volunteer hours for December – 1,028.25. This is quite a smaller number of hours from our usual figures because of the busyness of the Holiday Season. Our approximate total 2016 volunteer hours – 15,540.00 which is a true testament to the devotion of our giving volunteer team. Our volunteers continue to grow each month. We have 4 new volunteers this month. One of them is a Peninsula College student who will do her Service Learning Project here.

Public Relations:

Bill Koenig, Jr. of Koenig Subaru presented me with a Holiday donation of \$500.00 from Subaru on behalf of their Share Love Month. We're participating in the Best Friends February campaign, Give Love – Save Them All. A special \$14 adoption fee will be charged for selected cats. We need to update some of our marketing materials. I'll be discussing our current Brochure at the Board Meeting.

Fundraising:

I'm currently filling out an application from Olympic Cellars Winery to be a beneficiary of one of their Summer Concert Series. If we are chosen, many volunteers will be needed to man the event. Petco Grant period for shelters is now open. Bissell will be posting their Grant opportunities shortly. We need to decide what we are requesting the money for. It has to be a program that will increase rescue efforts rather than maintaining status quo. Carolyn St. James has let me know she can do another grant for us. In planning stages for our largest fundraiser of the year – Spring Tea and Fashion Show for April 8th from 12 – 3 PM to be held at Sunland Golf and Country Club in Sequim. Poser Yoga in Port Angeles has chosen PFOA to be their current Charity of the Month. The fundraising committee will be meeting next week.

Shelter Manager Report
January, 2017

This has been your typically slow after-Christmas month amplified by the bad weather. We have continued to do some great adoptions, including the foster of our special Lover Boy with Candyce Jack—our volunteer bottle-feeding vet tech! Our last two kittens—the black and busy Dot and Dash went home on Sunday. Since our last meeting, we have adopted out 8 kittens and 5 adult cats and one dog. We ended the year with 138 adoptions—pretty great numbers considering the percentage of special needs and unadoptable cats we are currently housing!

Quarantine is full again, and we continue to adopt nice young cats as quickly as we take them in. Sylvester, an FIV positive cat we adopted out three years ago, was returned when his owner passed away. He is very sad and depressed—however, his owner's good friend (and long-time adopter and supporter) made a \$5,000 donation toward his care. Since he needs an extensive dentistry, this is especially appreciated. We have put Sylvester in A-2 with our other FIV positive charmer, Sunny. Give this wonderful pair a visit today!

Our Caretaker, Kimmie, missed two weeks of work due to the terrible influenza making the rounds—she would have come back sooner, but we insisted that she be fully recovered before returning to the shelter. Linzie graciously filled in and Kevin took extra caretaker shifts in addition to his normal closings. Kevin also filled in as Shelter Manager for a few days—very helpful with Kimmie out, and just to have another person in the mix in general.

We had a nice couch donated which we put into B-1, and are hoping to get some re-organizing and decorating done after things settle down. We are still in the process of getting the shelter into shape, but progress is being made.

We have gone back to feeding our cats Canidae dry food—the high quality and reasonably priced brand we fed for many years. Canidae has never had a recall, and we were able to take advantage of a 20% off ISO, so we saved \$250 on our first order. I am happy to be able to counsel adopters regarding a good diet for their cats without being embarrassed that we weren't practicing what we were preaching.

The general kitty population (including Tippy and Tony) are thriving, and we are hoping for a peaceful and healthy 2017.

Nancy Campbell
PFOA Shelter Director

Media Report
January, 2017

Pet Tidings is due to be mailed by January 25. We used Olympic Mailing due to time constraints; Caroline gave us 3-4 day turnaround. I will try to set something up with Lobo Designs for the next fundraising letter.

Website Redesign

We will be using WordPress, the same software as the current website. We have the licenses, and WordPress is a commonly used web platform. WordPress provides many themes, which make web development easier. I did a small amount of development using the 2017 theme. It has a good look, but there are a number of things that need to be changed. I will continue to look through the themes to see if there is another one that is closer to what we need. I am redesigning the navigation menu so that critical information is easier to find, especially with respect to grant applications. There will be buttons at the top for donations to PayPal and iGive, and links to our Facebook and Instagram sites. The Adoptable Cats and Kittens pages will have an array of cat photos with the names embedded in the photos. Each photo will link to a separate standard-format page with information about the particular cat. Longer descriptions and more photos will be featured. The pages for board members and staff will have a similar type of presentation.

I will update the current site with board member photos and bios. I still need a number of these.

Danette will be creating the next fundraising letter. Closing date for the text is February 27. It should be mailed by March 11, which is approximately six weeks after Pet Tidings is scheduled to be mailed.

Marilyn Ash
Media Manager