

Centre County PAWS, Inc.
Board Meeting Minutes
April 28, 2020, 5:45 – 7:00 pm
Virtual Meeting on Zoom

Board Members/Staff Attending: Dave Abler (presiding), Lisa Bahr, Mike Chilcot, Bob Conn, Reenie Ferretti, Ginny Ishler, Ryan Macaluso, Ginny Newman, Heidi Petruzzi (recording), Yvonne Riley, Joan Ritchie, Monica Wright

PAWS Members and Guests Attending: Maureen Casey

Dave Abler called the meeting to order at 5:46 pm.

Member Questions and Comments

None

Action Item - Approval of March 24, 2020 Board Meeting Minutes - Heidi Petruzzi

Ginny N. moved to approve the minutes. Reenie seconded the motion. The minutes were approved unanimously.

Meeting Theme: PAWS' Response to COVID-19

Officer Reports

President Report - Dave Abler reported that the Board voted in the executive session to increase the size of the Board from ten members to twelve. There are candidates for all open slots on the May 30 ballot.

Vice President Report – Virginia Ishler did not have a report.

Treasurer Report – Reenie Ferretti did not have a report.

Recording Secretary Report – Heidi Petruzzi did not have a report.

Executive Director Report – Lisa Bahr emailed her reports.

Operations - March statistics were fine, considering the circumstances. Cat intakes and adoptions numbers were okay. The cat waiting list is down. Dog adoptions were good, but intakes were down. So far, SNAP numbers are steady. PAWS now has a vet who will come in and do rabies vaccines.

Marketing - The big focus is Centre Gives. There are significant changes to Centre Gives rules this year. Centre Foundation is trying to maximize prize hours for all organizations by limiting each organization to one prize/power hour win per day. The minimum donation this year is \$10 instead of \$25. The Marketing Team will relay other differences as soon as they become clear. PAWS has virtual events planned for Centre Gives. The fundraising goals for this year are similar to last year. PAWS would like to win the Dinner Time Power Hour on May 12 (Virtual Yappy Hour) and the Midday Motivation Power Hour on May 13 (Blue and Woof Game). Lisa requested that Board members help bring in people from outside the organization to donate to PAWS during Centre Gives. Ginny I. suggested sending out information on Centre Gives to all of the new foster families, since they may not know how important Centre Gives is to PAWS. Lisa also would like Board members to reach out to any donors they recognize on the list included in the Executive Director report. She is looking for Board members to thank donors for their gift and to build a relationship with them. Chris has templates outlining ways to connect with donors. Additionally, Lisa and Chris will put together suggestions for how to approach contacts outside of PAWS.

Currently, Lisa is hopeful that the summer program will proceed, but that may change.

Development - Chris has submitted several grant applications, but right now the focus is on Centre Gives.

COVID-19 - Adoptions by appointment were restarted. PAWS will open to the public by appointment on May 1. Once Centre County is a green county, according to Governor Wolf's mapping, PAWS will open to the public under modified operations. Lisa receives input from, and meets with, the Science Team to develop appropriate policies.

Finance - Lisa and Reenie. This financial picture for this month is similar to last month. Year to date, we are slightly ahead. Operational expenses are down. Donations are down also. There was another large SNAP donation, so the donation line item looks high even though general donations are down. The Bingo income was okay since only some people asked for refunds. The June Bingo, if it can be held, will use the prizes from the canceled Bingo. Dog medical expenses were high, but a FB fundraiser covered much of that amount. SNAP was over budget, but that will go down over the next month or more since Allegheny Spay and Neuter was closed for April and does not plan to open until mid May; the vast majority of PAWS vouchers are used at the two Allegheny Spay and Neuter locations and also at All Pets, which did not slow down their operations.

Dave asked Lisa if she anticipates a high demand for any services related to PAWS when COVID restrictions are lifted. Lisa is prepared for spay/neuter demand to go up. Deb Bezilla booked three additional clinics in anticipation of increased requests.

Lisa is looking for ways to make up for lost adoption income, especially on the dog side. When she reached out recently regarding local transport possibilities, she found that local shelters currently do not need PAWS' assistance. Nationwide, intakes are down 24% and shelters are clearing out. Freedom Fences transports are on hold for now due to the pandemic.

The medical mailer has been out for two weeks and has brought in more than the entire amount raised by last year's mailer. The timing last year interfered with Centre Gives and impacted income. Month to date, the income looks pretty good. PAWS received a \$10,000 economic injury disaster loan that does not have to be repaid since it will be used for payroll. PAWS also received a smaller private COVID donation.

Committee Reports

Nominating Committee Report – Joan Ritchie did not receive any petitions for additions to the ballot, so the ballot remains the same. Dave, Reenie, Ginny I., and Ginny N. will be up for re-election for two year terms and Maureen Casey, Susan Strohm, and Colleen Williams will be up for election for three year terms. Dave said that candidate biographies and photos will be added to the web site shortly. Lisa wondered if Board member biographies should be on web site permanently. Dave agreed that this is a good idea and Ryan recommended that the bios be short. Megan will send out prompts and a word limit so that there is some uniformity to the biographies.

Reenie is excited that t-shirts sales are up and running through Collegiate Pride. Each sale sends ten dollars to PAWS for every purchase of a \$20 shirt.

Ryan noted that the membership amounts are updated on the web site, but wondered if the renewal process could be automated to increase participation and income. Dave said that membership renewal is done by hand. The Membership Committee looked into several software packages that can automate the process, but a final decision was not made. Since it is free, Bob is focusing on the Salesforce software even though the features are more than what PAWS needs. It is customizable, but requires work on the part of PAWS to adapt it to our organization's needs. Once it is up and running, Salesforce works well. Several local businesses and organizations use Salesforce, including Discovery Space, an organization similar in structure to PAWS. Board members agreed that Bob should move forward with exploring Salesforce since it appears to be a good option for PAWS and because money for other software packages is not in the budget. Bob will meet tomorrow with a local users group.

Joan moved to adjourn the meeting. Bob seconded the motion. The motion passed unanimously and the meeting adjourned at 6:41 pm, followed by an executive session.

The next PAWS Board Meeting is May 26, 2020. The PAWS Annual Meeting is May 30, 2020.