

Centre County PAWS, Inc.
Board Meeting Minutes
July 24, 2018, 6:30 – 8:00 pm
PAWS Adoption and Education Center

Board Members/Staff Attending: Dave Abler (presiding), Kris Clark, Bob Conn, Brian Eppley, Chris Faust, Reenie Ferretti, Bill Harvey, Ginny Ishler, Ginny Newman, Heidi Petruzzi (recording), Yvonne Riley, Monica Wright

PAWS Members and Guests Attending: none

Dave Abler called the meeting to order at 6:38 pm.

Member Questions and Comments

No members were present.

Action Item - Approval of June 26, 2018 Board Meeting Minutes - Heidi Petruzzi

Bob moved to approve the minutes. Kris C. seconded the motion. The minutes were approved unanimously.

Officer Reports

President Report – Dave Abler reported that Lisa was unable to attend the Board meeting. At the June Executive Session, Reenie was elected as Treasurer and Heidi was elected as Recording Secretary.

Vice President Report – Yvonne Riley did not have a report this month.

Treasurer Report – Reenie Ferretti did not have a report this month.

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

Staff and Committee Reports

Director of Finance Report – Brian Eppley emailed and distributed the financial report. He noted that, traditionally, June is a good financial month for PAWS due to Centre Gives. This June also had a planned giving donation. There is a new line at the bottom of the financial report highlighting planned giving in excess of the budgeted amount. Reenie and Brian want the financial report to highlight the excess planned giving funds so that the Board will have this line item visible when planning for capital expenditures and investments. The budget shows that income is at 50% and expenses are at 51%, indicating that PAWS is where it should be or better since the strongest income months are coming up. Dog medical expenses are high for this year and staff members are doing their best to manage this. Summer Camp proceeds are listed as uncategorized income in the financial report. The summer camps appear to have gone well, both for PAWS and the participants. Ginny N. suggested sending thank you notes to Karen and Pat for their tremendous volunteer work running the summer camps. Kris C. will write a note to each of them expressing the Board's appreciation and recognizing their hard work.

Director of Operations Report – Lisa Bahr was not in attendance, so Chris F. relayed the operations report. All three sessions of the summer program did very well. The organizers, Pat Ellenberger and Karen Grubb, were pleased that the camps operated as planned and that most elements resonated with all of the age groups. They received wonderful parent feedback and many families expressed an interest in returning next year. Karen and Pat would like to double the number of sessions next summer, from three to six weeks. Two participants from the older group decided to volunteer at PAWS. Two participants from the second camp were so moved by the experience that they donated their own money so they could be Guardian Angels, one for a cat and one for a dog. Relatedly, two children participating in Arts Fest plan to donate a portion of their proceeds to PAWS.

A few weeks ago PAWS took in a litter of ringworm infected kittens because no other rescue in the area could or would take them. PAWS is the only area facility with a quarantine room and protocol trained staff to take care of ringworm infected kittens.

Dave noticed in Lisa's report that the adoption numbers and also the spay/neuter numbers look good.

Chris F. noted that PAWS paid to boost social media posts regarding the spay/neuter voucher program. The resulting high response really helped increase participation the the voucher program.

Development and Marketing Report – Chris Faust emailed and distributed the development report. The first Summer Bingo Night sold out and did very well. By The Numbers was the presenting sponsor. Sales of bonus game packets and extra regular game cards were high. Expenses were down because Chris F. was able to get out and solicit donations due to the timing of Summer Bingo. State College Area Roller Derby did an amazing job assisting with the event. Overall, Summer Bingo was very successful and will be part of the regular fundraising schedule.

The Fur Ball committee has met twice so far and is actively soliciting sponsors. The development report includes the sponsor list from last year's Fur Ball, with sponsors confirmed for this year in bold type. Chris F. gave a shout out to Reenie for her success in adding new sponsors. She also asked everyone to think about their personal contacts and who among them might be willing to sponsor the Fur Ball.

Kris C. reiterated what Ginny N. brought up at the last Board meeting: the Fur Ball committee would really like all Board members to embrace the concept that they are part of fundraising efforts for the organization and to try their best to fill a table of 8 or 10 at the Fur Ball. Success in this effort alone could produce almost 100 attendees. The Fur Ball needs participants who will enjoy the silent and live auctions and will bid for items. Think about people in your sphere of influence and about businesses you patronize; have conversations with them about donating items for the auctions. If you are uncomfortable asking for donations, Chris F. can send a letter to the prospective donor and reference your name. Alternatively, you can give a brief introduction about the event and leave a Fur Ball packet with someone so that they can make the donation decision later. There is a significant amount of publicity and promotion that comes with a Fur Ball sponsorship. PAWS has 16,000 followers on Facebook, so sponsors not only have visibility in the Fur Ball program with attendees, but also with thousands of PAWS social media followers. PAWS will list Fur Ball donors on Facebook, on the web site, and in the PAWS for the Latest

newsletter. Also, Kris C. asked that Board members think about their skills and assets and what they personally can donate, such as jewelry, photography lessons, or a football weekend guest suite stay. Smaller items can be combined with other donations to create a new product and new items stimulate bidding among repeat attendees. This year, for the first time, rescued animals (from any organization) may be donors instead of people. There will be picture of the rescued animal on a stand next to donated item. The committee hopes this will encourage donations and bids as well as help donors develop creative ideas for auction items.

Chris F. reported that the annual \$30,000 matching gift challenge will be mailed soon and will be on the new letterhead. The Board will send Heather Mannion a thank you for the new logo design. PAWS continues to switch publicity items to the updated design as funds are available, including props to enhance outreach. Eventually, Fur Ball donor and sponsor forms will be on the new letterhead. Board members can obtain note cards and letterhead from Chris F. Bob noted that the publicity committee is considering additional merchandise with the updated logo.

Nominating Committee Report – Joan Ritchie was not able attend the meeting and did not have a report this month.

Personnel Committee Report – Kris Clark has a meeting scheduled on Monday with Melinda Stearns so that Melinda can share the success she has had mentoring Lisa. The investment the Board made in training keeps producing a return as Lisa shares her knowledge with the PAWS community.

Membership Committee - Ginny Newman reported that the committee had its second meeting. The members discussed the Guardian Angel program extensively. Since that program is successful, the committee wants to learn from it and use elements of it or model it for the membership program. Kaye Winters investigated the Women's Welcome Club as a way to engage new members when they move into the community and make them aware of PAWS once the membership program reaches its implementation stage. Carolyn Lambert did some benchmarking with other shelters in terms of membership program structure, pricing, and benefits. Ginny N. developed methods for reporting on and tracking membership in order to measure the program's success based on its goals. Bill is incorporating feedback he received on the draft survey that was distributed at the last meeting. He has links for the survey software PAWS uses and is hoping to get the programming finalized this week. For the next committee meeting, Ginny N. will work on a potential list of benefits based on ideas from the benchmarking study. Bill will implement the survey. Kaye will talk to Lisa about the feasibility of adoption discounts for members. Carolyn will develop a spreadsheet on the many ways available to donate to PAWS so that membership increases the net gain for the organization and does not divert from another revenue stream. Also being considered is whether the complimentary membership coupon in adoption packets is an effective way to promote membership.

Monica moved to adjourn the meeting. Bill seconded the motion. The motion passed unanimously and the meeting adjourned at 7:35 pm, followed by an executive session.

The next PAWS Board Meeting is August 28, 2018.