

Centre County PAWS, Inc.
Board Meeting Minutes
June 23, 2020, 5:45 – 7:00 pm
Virtual Meeting on Zoom

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

PAWS Members and Guests Attending: None

Dave Abler called the meeting to order at 5:45 pm.

Member Questions and Comments

None

Action Item - Approval of May 26, 2020 Board Meeting Minutes - Heidi Petruzzi

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

Officer Reports

President Report - Dave Abler welcomed the new Board members: Maureen, Susan, and Colleen. The online election on May 30 had a couple of glitches with a few new members and recent renewals. However, the election had a high turnout, with 43 voters or roughly 27 percent of the 160 members for whom PAWS has email addresses.

Vice President Report - Virginia Ishler did not have a report. She welcomed the new Board members.

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 - SNAP numbers are very low this month. However, spay/neuter clinics are ramping back up and SNAP numbers should increase as the clinics return to full capacity. Cat adoptions increased and cat intakes are high. Dog adoptions and intakes are slow. There is a Freedom Fences transport scheduled for Friday. The dogs on this transport will be shown by appointment to the backlog of pre-approved puppy applicants. Jeannette and Kristin have been helping with a scaled back version of foster dog showings on Sundays. The showings have gone so well that the Dog Team may permanently implement some of the new procedures. Ryan agreed that Sunday dog showings have gone extremely well and that the events are well organized. Visitor compliance with COVID requirements has been good.

Education - The Summer Program was canceled, but there are five virtual sessions scheduled for every other Thursday this summer.

IT - Staff are working to learn about Salesforce through the tutorials.

Events - Alicia officially started as Events Coordinator on June 1 and is off to a busy start. There will be a volunteer-only virtual Bingo on June 26 to work out the details of conducting online bingos and, if that goes well, there will be a public virtual Bingo event on July 17. In order to comply with online gambling regulations, the Bingo event must have donations instead of ticket sales and cannot include any cash prizes. If the virtual Bingo goes well, it is easily replicated now that the infrastructure is in place.

Fur Ball - Reenie, Colleen, Alicia, and Chris met to discuss whether or not the Fur Ball should be virtual this year. There are many uncertainties in planning since Oct 10 is far in the future with regard to the pandemic's evolution. A virtual event would not have a capacity issue and would need to be more sponsor oriented. Chris and Alicia have some good ideas to take back to the Marketing Team. Initial thoughts are that we probably are better off doing a virtual event since the possibility of a live event is very uncertain. A virtual event looks feasible based on what other organizations have experienced, but it will require more research, thought, and creativity.

Monica suggested potentially asking major donors for direct donations instead of having them sponsor the event, noting that some sponsors would prefer to make a simple donation rather than sponsor a virtual event. Reenie agreed that the Fur Ball Committee could start putting out feelers to major sponsors to see if this option is appealing.

Finance - The PPP loan must be used by the end of July and will be used 100% for payroll so that it will not need to be repaid. The air conditioning unit on the cat side unexpectedly stopped working and was replaced at a cost of approximately \$9,500. Cat medical expenses were high this month, but still are under budget year to date. Dog medical expenses were very low this month, but are over budget year to date.

Development - PAWS will find out the totals from Centre Gives tomorrow. PAWS will be in the Target Red Circle donation pool for next quarter. Reenie noted that votes are allotted per transaction and that donations are distributed based on the amount spent. Ginny Ishler suggested recommending Target when PAWS puts out a call out for supplies donations. Chris Faust has restarted in person meetings.

Grants - PAWS has applied for several grants, but has not had much success receiving funds.

Personnel - Lisa asked Jeannette Macaluso to chair the Personnel Committee; Jeannette agreed to do so. The Director of Operations position has not been filled yet. The first candidate received an offer from another shelter. The second candidate was not willing to make time the time commitment. Lisa modified the job description and salary. She hopes to start interviews again after June 30.

Other - Lisa has a virtual OLLI event scheduled. She attended the Association of Animal Welfare Conference virtually on June 15 and 16.

Who Knows Who? - If Board members know someone on the adopter or donor list, please check with Chris Faust for contact information and suggested language for reaching out to the donor or adopter.

Meeting Theme: PAWS 40th Anniversary Celebration

Given that COVID-19 has forced changes in plans for the 40th Anniversary Celebration, Lisa thinks that this would be a good year to conduct a brick fundraiser since there is interest in this type of event, it involves minimal person-to-person contact, and it is an opportunity to make up for lost revenue. Alicia ordered some sample bricks as shown in the presentation. The fundraiser bricks would be \$17-20 each. Also, Mike Warner, PAWS volunteer and general handyman, can make cement pavers in paw print and dog bone designs. Lisa presented several location options for the patio and asked for feedback on the potential project location and design. Ultimately, the brick sales would culminate in an event at PAWS, unveiling the project and live streaming the festivities for those who cannot be there in person. The event is in the early stages of planning and possibly could tie into the Fur Ball.

Ginny I. noted that many people may be interested in memorial bricks for pets that have crossed the Rainbow Bridge. Ginny N. suggested contacting Evan Sterns, a professional landscaper, for input on patio and garden design and also suggested accepting donations for benches and other project expenses. Alicia is contacting CPI tomorrow regarding installation, since they have experience with this type of project. Reenie noted that if the brick sales are tied to Fur Ball, it would be good to have visual aids so that donors could envision the finished project and she noted that professional installation would increase the durability of the patio. The project can be enhanced in the future with sitting walls, walking paths, and other features. Reenie is checking with her work place about the details on a similar project there. Ginny N. would like to make sure the project is expandable, usable, and well maintained. Susan Strohm suggested reaching out to local nurseries for input so that the space is inviting and shady. Maureen noted that some PAWS volunteers are Master Gardeners and they may be able to provide valuable project advice. Master Gardeners currently help maintain the PAWS property. Ginny I. asked if there are miniature versions or duplicates of the bricks for people to keep at home. Lisa replied that this is standard for many manufacturers. Maureen and Lisa would like to see the project enhance the area behind PAWS.

Reenie wondered about timing for the project. Perhaps the bricks could be sold in 2020 for the 40th anniversary, with the installation and unveiling occurring in Spring 2021 when the pandemic should be more under control. Dave said that it is important to be practical with regard to pandemic restrictions, project scope, and contractor schedules. A November or December unveiling could be the initial goal, with the idea that it can be pushed to the Spring if that produces a better final project and/or it is safer for participants. Reenie noted that, ideally, bricks would be ordered in phases so that the patio and walkways could be installed and expanded over time. The project would not need to be complete at the unveiling. Reenie, Ginny N., and Ryan feel that it would be good to launch the project with graphics that show what the end product will look like. Ginny N. believes that we may want to invest in a professionally developed master plan for the grounds in order to assure a good long-term outcome.

Unfinished Business

Salesforce (donor management software) - Bob Conn did not have much progress to report at this point. He is having trouble matching up data sources between GiftWorks and Salesforce, but has located some resources to assist with the problem and will have more to report next month. Staff members are going through Salesforce training.

Membership list accuracy and completeness - Dave Abler and Ginny Newman.

Salesforce should help PAWS maintain more accurate and complete membership data. Currently, many of the Lifetime Membership records include out-of-date addresses, both physical and email, since they were purchased long ago. There are about 70 members for whom PAWS does not have an email address. Additionally, there were problems exporting some of the recent membership purchases and renewals from GiftWorks into the election software used on May 30. Ginny N. and Mike volunteered to help Dave update the membership list. The first order of business is to identify those members who have passed away, by using Lexus/Nexus to search public records in a good faith effort to locate obituaries. After that, they will try to obtain accurate contact information for the remaining members. Reenie will reach out to some professional contacts who need similar information to find out what databases they use. Dave stated that the goal is to have an accurate and complete membership list by the time Salesforce is ready to launch. Going forward, PAWS will keep records of information gathered regarding the good faith efforts to update records. This effort may put PAWS back in touch with some Lifetime Members.

Recently, some new memberships and renewals were recorded in GiftWorks, but were not entered in the same way previous memberships were recorded. This caused problems when the data was extracted for the election and affected about 10 memberships.

Monica moved to adjourn the meeting. Ginny N. seconded the motion. The motion passed unanimously and the meeting adjourned at 7:00 pm, followed by an executive session.

The next PAWS Board Meeting is July 28, 2020.