

Centre County PAWS, Inc.
Board Meeting Minutes
June 26, 2018, 6:30 – 8:00 pm
PAWS Adoption and Education Center

Board Member/Staff Roll Call: Dave Ablar (presiding), Lisa Bahr, Kris Clark (via phone), Bob Conn, Chris Faust, Reenie Ferretti, Bill Harvey, Ginny Ishler (via Skype), Ginny Newman, Heidi Petruzzi (recording), Yvonne Riley, Monica Wright

PAWS Members and Guests Attending: Jackie Wolfe

Dave Ablar called the meeting to order at 6:33 pm.

Member Questions and Comments

There were no member questions or comments.

Action Item - Approval of May 22, 2018 Board Meeting Minutes - Dave Ablar

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

Officer Reports

President Report – Dave Ablar reported that Joan Ritchie was unable to attend the meeting.

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

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

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

Staff and Committee Reports

Director of Finance Report – Brian Eppley was not in attendance, so Lisa relayed the financial report. The organization is on budget, at 41.66%. The past month showed closer to normal expenditures than recent months, with the exception of dog medical expenses, which were very high again. Income looks a little behind, but it is not; the Centre Gives check should arrive any day. Also of note is an estate gift that was received today, which includes an additional small amount to be disbursed during the first quarter of 2019.

Director of Operations Report – Lisa Bahr emailed her report to Board members. Adoptions for both cats and dogs are on par for this time of year. Lisa highlighted that kittens from Huntingdon County were added to the waiting list for first time. In the absence of the usual influx of older kittens locally, fosters are waiting for kittens and PAWS is able to help with the need in Huntingdon. The dog side has more dogs in house than usual so the next transport date has been pushed back two weeks. SNAP is on track again, with the number of vouchers surpassing last year and looking similar to 2016. This change appears to be due to the publicity team advertising the voucher program more. Additionally, there now is one person in charge of the entire voucher program, enabling her to respond quickly to inquiries. Anecdotally, more members of the public report knowing about SNAP.

Lisa reported that Bob has been working on a solution for making music available to all of the dogs and cats. Bob noted that the new wireless speaker is working well in Falk and that people are interested in having more units throughout the building. The veterinarian curated music collection consists of works proven to calm dogs and cats. The music is free through rescueanimalmp3.org, but the wireless kits cost \$30 each. In order make the music available throughout the building, funds need to be procured to obtain more devices.

Lisa is leading two beginning Flex Communication training sessions. There has been a good response to the initial theory training, as well as interest in more advanced follow-up sessions that put the information into practice. Ginny N. commended Lisa for sharing the training with PAWS staff and volunteers.

Lisa also reported that PAWS had to euthanize a surrendered cat due to the medical condition megacolon. This case is similar to one from ten years ago. However, due to complex protocols involving three veterinary opinions, meetings with the euthanasia discussion group, consideration of the individual cat's quality of life and age, forecasted treatment expenses, communication with volunteers, general presentation of information, and development of potential responses to inquiries regarding the euthanasia, this case proceeded much more smoothly than the historical case. The euthanasia procedure went according to plan and people were pleased with the care taken in making the decision and in the consideration of the cat's well being. The response speaks to the level of trust that has grown in PAWS over the last ten years.

Chris F. gave a shout out to Lisa and the dog team regarding the decision to accept two sets of abandoned dogs even though PAWS is very full on the dog side. Pet Recovery, Lyons Kennels, PAWS, and others worked together to rescue the dogs. One was adopted immediately and one has an application pending.

Development and Marketing Report – Chris Faust emailed her report to Board members. There were two updates to the emailed report, the estate gift previously discussed during the financial report and a donation from Weis Markets. Weis informed Chris that most of the local stores, through their Paws for Pets campaign, donated to PAWS this year instead of individual stores giving to separate charitable organizations. In addition to carts full of in kind goods, Weis donated several gift cards totaling more than twice the largest previous Paws for Pets donation. Chris thanked Weis publicly and also sent a thank you letter to the company.

The first Summer Bingo Night is July 20, 2018. Ticket sales are slow, but coming along. At this point, it seems that this event may not raise as much money as other Bingo Nights. Chris thanked By The Numbers for agreeing to sponsor this Bingo Night.

The first Fur Ball planning meeting was last Wednesday. Kris C. and Ginny N. agreed to co-chair the event. Monica and Reenie joined the committee. Ginny N. noted that the two key aspects of the Fur Ball are sponsorships and attendance. Every Committee member is asked to fill a table. Kris C. and Ginny N. asked that Board members not only attend, but also, if possible, recruit a table of eight to ten. The Fur Ball

is October 20, 2018 at Centre Hills Country Club. Tickets are \$125 per plate and the goal is to sell out the event. Kris C. noted that the committee is collecting ideas and items for the live and silent auctions and that people don't have to be on the Fur Ball Committee to secure an auction item. Ideas for live auction items should be submitted to Kris C., Ginny N., or Chris F., especially any items that will generate \$1000 or more. Chris F. is looking for more sponsors, so please forward to her any ideas for potential sponsors. All donation requests should be coordinated through Chris F. so that potential sponsors don't receive multiple letters.

Chris F. noted that some small fundraisers over the past few weeks resulted in a number of smaller donations as listed in her report. In particular, the Cornhole Classic did very well and continues to grow each year. State College Young Professionals had a benefit that also did really well.

Nominating Committee Report – Joan Ritchie was not able to attend the meeting. Yvonne distributed a spreadsheet detailing the timeline of Nominating Committee activities. The top section lists all Board members and their terms, along with rows for open Board seats and a column indicating whose term ends in 2019. The bottom section displays Yvonne's approximation of when Committee tasks should occur. By November or December Board members with expiring terms should decide whether or not they want to continue to serve. At the January meeting, the Board makes recommendations regarding Board composition. The current nominee deadline of March 15th only gives the Nominating Committee about two weeks to interview and decide on recommendations. According to the Bylaws, the Nominating Committee must submit names of prospective Board members by April 2. With Board recommendations being made at the end of January, this is a tight timeline for the Nominating Committee.

Dave suggested beginning Board composition discussions in October so that the topic doesn't interfere with budget discussions and the holidays.

Personnel Committee Report – Kris Clark did not have a report this month.

Membership Committee - Ginny Newman noted that the Membership Committee met for the first time last week. The Committee is comprised of Ginny Newman, Bill Harvey, Carolyn Lambert, and Kaye Winters. The agenda primarily consisted of sharing with the Committee the membership goals, which are building awareness of PAWS, increasing membership, creating a sense of ownership in PAWS, and developing a revenue stream. Ultimately, increasing membership helps fulfill the Bylaws by building a pool of people that vote and are part of the organization. The Membership Committee also looked at historical membership information and discussed the next steps, including benchmarking with other shelters and distributing a survey.

The Committee would like to survey everybody in the PAWS organization to identify what potential members want in a membership program so that the Membership Committee creates a product that is utilized. The intent of the survey is to discover awareness of membership, to get a sense of how people want to participate, and to figure out what will motivate people to be members or what they would find valuable in a membership. The Committee intends to establish where membership fits into the array of methods that people participate in and donate to PAWS, and also determine the incentives and messages that should be employed to get PAWS back on target in terms of membership numbers. The survey is intentionally brief to facilitate response rates and should provide a good baseline to develop the Membership Committee's approach. Dave suggested that each Board member review the draft survey that Bill distributed and provide feedback to the Committee within a week. Please send responses to Bill's email address so that input can be compiled and shared with the rest of the Committee. The Committee would like approval to use the organization's email list to distribute the survey. Lisa and Chris F. commented that the Publicity Committee would feel most comfortable sending out the survey for the Membership Committee. Bill recommended removing duplicates between email lists in order to increase the response rate. Lisa noted that PAWS has a Kwik Survey account that Bill can use for the survey.

New Business

Summer program - Lisa pointed out the signage on the Adoption and Education Center walls related to the ongoing summer camp program. The participants in the first week of camp gave very honest feedback about what changes they would like to see for next year, particularly more "dog time" during the camp. In the various camps, topics include pet nutrition and treat making, grooming, dog training, an age appropriate medical activity, and a pizza party. Lisa reported that the camps are going well and the coordinators are pleased.

PAWS Organization - As a new Board member, Bill commented on his many positive interactions within the group and spoke highly of PAWS and its people.

Ginny N. moved to adjourn the meeting. Monica seconded the motion. The motion passed unanimously and the meeting adjourned at 7:36 pm, followed by an executive session.

The next PAWS Board Meeting is July 24, 2018.