

**March 27 , 2018**  
**Board Meeting Minutes**  
**6:30 to 8:00 PM**  
**Centre County PAWS, Inc.**  
**Adoption and Education Center**

**Board Members/Staff Roll Call**

Dave Abler, Lisa Bahr, Kris Clark, Bob Conn, Brian Eppley, Chris Faust, Ginny Ishler, Chris Kunes, Ginny Newman, Yvonne Riley, Joan Ritchie, Monica Wright and Carolyn Lambert

**PAWS Members and Guests**

Jackie Wolfe, Ryan Macaluso, and Doreen Ferretti were present.

**Member Question and Comment Period**

There were no questions or comments.

**Action Item - Approval of January 23, 2018 Board Meeting Minutes – Carolyn Lambert**

Chris K. made a motion to approve the minutes. Bob C. seconded the motion. The motion passed unanimously.

**Officer Reports**

**President – Dave Abler**

- Dave - No report at this time.

**Vice President– Yvonne Riley**

- Yvonne – No report at this time.

**Treasurer – Laurie Knisely**

- Laurie – was not present. No report was submitted.

**Recording Secretary – Carolyn Lambert**

- Carolyn – No report at this time.

**Staff and Committee Reports**

**Director of Finance – Brian Eppley**

- Brian – Emailed the report. Brian noted that the Planned Giving line shows the base amount, as budgeted. Per the Finance Committee’s policy, the base amount will be maintained in the Planned Giving line with the remainder noted at the bottom of the report in Capital Reserves. Income and expenses should be at 16.67%. Although expenses exceeded income for the month, the annual percentages for income and expenses are 19.63% and 16.56%. Dave A. asked if all of the funds were received for the Comedy Club and Brian replied that there were a few outstanding. There were no other questions.

**Director of Operations – Lisa Bahr**

- Lisa – Emailed the report. Lisa highlighted two items from her report. First, Mike’s Video and Appliances donated a dryer to replace a broken one that had an expired extended warranty. While the dryer is not new, Lisa thought it was in good condition. Second, she reported that the manager of the Allegheny Spay/Neuter Clinic is very interested in working with PAWS. Lisa will update the Board when she has more information. Dave A. asked about the reported number of SNAP vouchers. Lisa responded that the number reflected January 1 through March 20, 2018. Dave A. also asked about the Volunteer Report and if she thought it was accurate this year, compared to last year. Lisa stated that all shifts are being covered with a sufficient number of volunteers, but there are always opportunities for more. Additional Adoption Counselors and Cat Care Shift Leaders are needed. Ginny N. asked for more information on the staff training so Lisa described the 2-hour session she held on communication styles for the adoption assistant, staff assistant and the director of development and marketing. Lisa stated she planned on holding more training sessions and would offer them to other staff and volunteers.

**Director of Development and Marketing – Chris Faust**

- Chris – Emailed the report. Chris stated that Centre Gives is May 8<sup>th</sup> and 9<sup>th</sup> this year. Prizes are awarded for the nonprofit with the highest number of unique donors. PAWS placed first last year and raised the second highest amount of money. The PAWS Publicity Committee focuses on specific times during the event, such as the Yappy Hour and the Wednesday Power Hour to win additional awards. Bob C. commended Heather M. and Krissy P. for their leadership on the social media campaign for Centre Gives. The Miranda Lambert Mutt Nation Foundation, Fill the Little Red Wagon campaign was very successful, with a huge quantity of food and supplies received. Chris stated that it was a successful promotion and that PAWS received positive coverage from area newspapers and TV stations. The Rama-Lama event at the American Ale House raised \$671. The next scheduled

Special Event is Bingo on April 6<sup>th</sup> which is sold out. Other small events in April include the Home D PAWS night out on Tuesday, April 17<sup>th</sup>, the Cornhole Classic on Saturday, April 28<sup>th</sup> and several Pet A Pooch fundraisers.

**Nominating Committee – Joan Ritchie**

- Joan – No report at this time.

**Personnel Committee – Kris Clark**

- Kris – No report at this time.

**Unfinished Business**

- Progress on Current Strategic Plan (2016-2019). Dave A. stated that Lisa, Chris, Brian and he had met to discuss the progress on the Current Strategic Plan. The remaining two goals are:
  - Goal 3. Educate the public in Centre County about government legislation affecting companion animal welfare, and
  - Goal 4. Explore ways to increase membership in our non-profit.

Dave mentioned that Libre’s Law was enacted in August, 2017, which was important legislation. He asked if this goal should be included in future strategic plans. Joan R. replied that the number of issues related to breed restrictions and the large number of bully breeds in shelters is an example of why we should be on top of animal welfare legislation. Chris F. stated that PAWS posted Libre’s Law on the PAWS webpage. Discussion followed on the most effective communication channels to reach the public and the role PAWS should play. Bob C. commented that the Publicity Committee would need guidance from the Board on topics as he didn’t want to post topics that would create conflict. Lisa B. stated that she is writing position statements on animal related issues so PAWS has official responses when needed. Ginny N. volunteered to write op-ed articles for local media on selected topics. Yvonne R. stated that articles could be written to educate the public on legislation, stating positives and negatives, allowing the public to choose a position. Dave A. concluded the discussion, requesting the Publicity Committee to add it to their agenda when time allowed and make recommendations regarding what PAWS should do related to this strategic goal.

Dave stated that membership was more important 15 years ago than now. He noted that it is still a member-based organization as the Board of Directors is elected by the membership, but few participate. He wasn’t sure if it was a reflection of members being satisfied or not dissatisfied enough to become active. Many of the members are also volunteers, but the number of active members is limited. Ginny N. stated that, as PAWS is a 501(c)(3) organization, PAWS needs members to justify the status. She offered to explore the current membership policies with staff members and develop a membership plan to present to the Board. Discussion followed on what the perks would be for membership and whether it would be a revenue generator or a public relations effort. Ginny N. stated that she thought the revenue would be a small component but that memberships represent commitment and understanding of PAWS. The discussion concluded with Ginny N. agreeing to study the membership options further and providing a proposed plan for the Board at a future meeting.

- Phone System Installation Update – Bob C.
  - Bob stated that the phone outlets and cables needed to be reterminated, which should occur within the next two weeks.

Chris K. made a motion to adjourn the meeting. Kris C. seconded the motion. The motion passed unanimously. Meeting adjourned at 7:45 PM, followed by an executive session.

Next 2018 meeting date – **April 24, 2018**