

**Centre County PAWS, Inc.**  
**Board Meeting Minutes**  
**May 26, 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: Lisa Schneider

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

#### **Member Questions and Comments**

None

#### **Action Item - Approval of April 28, 2020 Board Meeting Minutes - Heidi Petruzzi**

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

#### **Meeting Theme: Re-Opening of PAWS**

#### **Officer Reports**

**President Report** - Dave Abler thanked Yvonne for serving on the Board of Directors for the past ten years, including several years as Vice President. While she will no longer be a Board member, Yvonne will continue to volunteer at PAWS.

The Board elections will be held as part of the annual meeting during the 24 hour period of May 30. According to GiftWorks, PAWS has 220 members, 151 of which provided email addresses. The members with email addresses will constitute the voter list, and will have the option to vote via ElectionBuddy, the software that will be used for the election.

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.

**Marketing** - Centre Gives was hugely successful and exciting. PAWS received \$66,532 from prize money and 750 donations (approximately 700 unique donors). In 2019, the money from prizes and 554 donors totaled just under \$52,000. This year, with stretch pool money, Brian projects that PAWS should end up with about \$76,000. The total in 2019, with the stretch pool, was about \$61,000. Due to the current uncertainty, the marketing team set conservative goals of \$60,000 and 550 donors. Chris spent a good portion of last week reviewing all of the Centre Gives donors. She found that 135 people were brand new donors to PAWS and 134 were first time Centre Gives donors. The marketing team went above and beyond to raise a tremendous amount of money for PAWS. Once the donor information is added to GiftWorks or Salesforce, PAWS will be able to analyze donor demographics and donor connections to PAWS.

This year, the marketing team, especially Kaitlin Grau, looked at the emails that PAWS sends out during Centre Gives and at the associated distribution groups in order to develop some algorithms that would direct messages to people who do not usually respond to the PAWS marketing emails. It seems to have paid off. Ginny I. mentioned at the last meeting that PAWS should consider reaching out to new fosters. Chris sent them personal emails just before Centre Gives, yielding about eleven new donors. This was a great idea.

Ginny N. commented that the daily Facebook streams may have helped bring in donors. Lisa agreed.

Lisa also noted that the lower Centre Gives donation amount of \$10 drew donors that were not able to give when the minimum donation was \$25. PAWS will received about \$650 less in prize money this year due to the new Centre Gives rules. Centre Gives limited the number of prizes any one organization could win to one per day. Lisa believes that the new rule ended up helping PAWS because the messaging to donors was more targeted and clearer.

**Education** - The PAWS Summer Program officially is canceled. So far, Lisa is pleasantly surprised that some summer program participants are donating part of their fee. A few participants chose to receive a voucher for next year. Thirty participants have not responded with their choice for refund, donation, or voucher.

**Staffing** - Lisa will make an offer to one of the candidates for the Director of Operations position tomorrow. The Events Coordinator position was filled when Alicia Starr accepted the offer. She will start June 1 and will share an office with Chris.

**Development** - PAWS received a \$58,300 forgivable PPP loan that will be used for payroll. The \$10,000 EIDL loan also will be forgiven since it will be used for payroll as well. PAWS also received two \$1,000 grants. The mailer has been successful thus far. At this point, it has brought in \$22,000; which is about \$10,000 more than last year's entire campaign. Lisa attributes the increase in donations to the mailer timing, wording of the mailer, and donor concerns about PAWS' financial health during the pandemic. Ginny I. commended Lisa on how well she is managing PAWS during the crisis.

Target Red Circle gave \$5,500 to PAWS. Reenie noticed that Clearwater Conservancy is back in the Target Red Circle pool this quarter; Lisa will check to see when PAWS can re-enter the pool. Centre Foundation is advertising some grants. The first round is for health and human services organizations, so PAWS doesn't qualify. Phase two is for groups that have canceled a major event; PAWS will qualify for those grants.

Chris is working on a virtual bingo event. It is unlikely that PAWS will have an in person bingo under the current pandemic restrictions, so Chris is hoping to hold a virtual event. Reenie suggested looking into the rules for online bingo to make sure PAWS follows the regulations that apply and that the event is covered by our Small Games of Chance permit.

*Other* - Lisa finished her online Lilly School of Philanthropy course.

*COVID-19* - Tomorrow Lisa is conducting Zoom calls with the Cat and Dog Teams regarding reopening on June 6. She is hoping to talk with front desk volunteers on Thursday. In the mean time, the Cat Team will work through the current approved applications, which take longer to process under pandemic restrictions. There still are not many readily adoptable dogs at PAWS, so Lisa will continue to try to bring in more via local transports.

The plan is to open PAWS on June 6 with normal operating hours and with COVID safeguards in place. There will be a limited number of volunteers and visitors permitted in the various sections of the building - lobby, cat wing, and dog wing. Masks will be required for volunteers and visitors. Whoever is manning the front desk will enforce the mask policy. A policy for people who resist wearing masks is being developed since some members of the public are very resistant to wearing a mask and react negatively when asked to do so. On Friday, there was someone who was very insistent about entering PAWS without a mask to meet dogs, even though PAWS was closed. Lisa ordered new signage with COVID messaging, including mask and procedural requirements as well as a zero tolerance policy for verbal abuse of volunteers or staff. Lisa is considering having someone outside to screen visitors so that everyone is wearing a mask when they enter the building. Fabric masks from The Makery will be available at the door. Since some people may not be able to wear a mask due to a health condition, there will be an option for assisting those people outside the building. The foster dog showings on Sundays may be a little tricky to manage, but Lisa will work that out tomorrow with the Dog Team. As we increase the number of people in the building, everyone will need to be mindful of social distancing.

Ryan asked about the procedures if a volunteer or visitor tests positive for COVID. Lisa noted that there currently is not a policy in place, but PAWS is trying to limit interpersonal contact as much as possible to prevent viral spread. Ryan suggested sending a mass email to volunteers and staff to let them know if a person who tests positive was at PAWS, noting when and where they were in the building. Joan suggested having visitors sign in at the front desk in order to make contact tracing easier. Monica agreed. Instead of having visitors, volunteers, and staff sign COVID releases, Lisa favors PAWS showing reasonable prevention measures, following established guidelines, and having people notify us if they test positive after having been at PAWS.

Lisa asked everyone to be on the look out for good event ideas, since we may need to change up plans this year.

*Operations* - Centre County will go green on Friday, May 29. Lisa has been spending much of her time preparing for this. SNAP numbers were really taking off, but have plateaued. However, Lisa expects the numbers to pick up again now that the spay/neuter clinics are starting back up. There probably will be many vouchers redeemed in the next few months. Megan is going down to Huntingdon County Humane Society tomorrow to pick out several cats and transfer them to PAWS.

*Finance* - Lisa and Reenie. Dave noted that financials are looking better than projected. Expenses are lower year to date. Income is good. Reenie wants to keep an eye on SNAP and dog medical expenses this year. Lisa noted that dog medical should be lower next month. The SNAP specific donation we received earlier in the year will help with spay/neuter expenses. The forgivable loans are helping with lost event income, but we need to make up income with the Fur Ball. So far this year, the budget looks good, especially considering COVID impact during March and April. The value of the investment account has rebounded with the stock market.

## **Reports**

*Salesforce* - Bob Conn. There is a process to obtain a gratis copy of Salesforce. Bob went through the process and PAWS was approved. It is the complete software package and includes up to 10 users at no cost. Bob set up the skeletal form on which to build PAWS' product and also a "sandbox" where users can experiment with the software. The next task is to import data from GiftWorks, which may be a cumbersome process. Kaitlin is not available right now, but she will help later with web site integration. Ryan will work with Bob on the initial set up and on determining how to best utilize Salesforce for PAWS' needs. Bob is pleased with the training materials. Currently, the plan is to transition from GiftWorks to Salesforce and then gradually expand the functionality of Salesforce from there, adding modules as time allows. Dave agreed that this approach sounds good. Bob noted that unlike GiftWorks, Salesforce is cloud based, so users will be able to access it anywhere.

## **New Business**

The PAWS phone system was hacked over the weekend, but it does not appear that any damage was done. Bob is trying to track down how the hackers got in. It appears that they hacked the fax machine in order to make international phone calls, but no calls were made. Bob will install a firewall soon. Reenie noted that she recently heard about several cybersecurity problems with clients at work and that it seems to be a widespread problem.

Ginny N. asked about the food bank Lisa has planned. PAWS has accumulated quite a bit of pet food while it has been closed to the public. Tomorrow PAWS will experiment with a drive through food bank; publicity has been limited to Facebook in order to keep the response manageable.

Bob moved to adjourn the meeting. Reenie seconded the motion. The motion passed unanimously and the meeting adjourned at 6:53 pm, followed by an executive session.

The PAWS Annual Meeting is May 30, 2020.

The next PAWS Board Meeting is June 23, 2020.