

Centre County PAWS, Inc.
Board Meeting Minutes
September 25, 2018, 6:30 – 8:00 pm
PAWS Adoption and Education Center

Board Members/Staff Attending: Dave Abler (presiding), Lisa Bahr, Kris Clark, Bob Conn, Brian Eppley, Chris Faust, Reenie Ferretti, Bill Harvey, Ginny Newman, Heidi Petruzzi (recording), Joan Ritchie, Monica Wright (via telephone)

PAWS Members and Guests Attending: Tess Crossen

Dave Abler called the meeting to order at 6:35 pm.

Member Questions and Comments

Chris F. gave kudos to Tess for her recent commitment to a lifetime PAWS membership.

Action Item - Approval of August 28, 2018 Board Meeting Minutes - Heidi Petruzzi

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

Officer Reports

President Report – Dave Abler reported that members of the Board met in executive session and decided to pursue an executive director position, with the details and timing to be worked out later. Ginny I. was unable to attend the meeting tonight.

Vice President Report – Yvonne Riley was not present.

Treasurer Report – Reenie Ferretti discussed a plan for setting up an investment fund. The investment committee recommended the Vanguard STAR Fund, since it lines up with PAWS' investment strategy. It is a low cost, balanced fund with a minimum investment of \$1000. One option is to open the fund with a small amount of money so that the fund is established when the Board decides to invest more.

Recording Secretary Report – Heidi Petruzzi thanked those Board members who conveyed corrections to the minutes prior to the meeting. It is helpful to her when Board members review and clarify the minutes sections that relate to their reports or comments.

Staff and Committee Reports

Director of Finance Report – Brian Eppley emailed and distributed the financial report. After the last Board meeting, the staff quickly started on the approved projects. As a result, capital expenditures are higher for August and reserve excess planned giving is lower. PAWS received another gift in September that will help replenish the excess planned giving funds. Fur Ball income is arriving and funds coming in from the mailer are solid. Expenses are not quite 2% over budget and income is almost 3% under budget. Brian estimates that PAWS will be above budget on both expenditures and income for the year.

Director of Operations Report – Lisa Bahr emailed her report. Lisa highlighted efforts for Dutch, the kitten transferred from the Huntingdon County Humane Society that was going to be euthanized due to the cost of surgery for his luxating patellas. Lisa and the publicity team initiated a successful Facebook fundraiser to gather funds for the surgery. The money was raised quickly both directly through Facebook and via PayPal. Surgery updates were posted on Facebook. A repeat PAWS adopter that specializes in special needs cats is adopting Dutch. Ginny N. asked how often PAWS holds a special online fundraiser for a particular animal. Lisa noted that these events are held infrequently for particularly appealing cases that have urgent expenses not covered by the PAWS budget. So far this year, there have been special fundraisers for two dogs and two cats.

Lisa played the ABC 23 WATM news spot covering the PAWS/Freedom Fences transports resulting from Hurricane Florence. Another nice story on this topic appeared at statecollege.com. Working with Freedom Fences to make room for displaced pets produced two small transports and one large transport. The community response to the transports has been huge in terms of both adoptions and foster placements.

Lisa is pleased with the reconfigured dog leveling system that better categorizes dog behavior. There is a new Level 2A that requires only online training, available via a PAWS YouTube channel. The online videos enable PAWS to train volunteers without requiring them to come to the facility and also give volunteers the flexibility to complete training at their convenience. The Level 2A training takes about 30 minutes and requires successful completion of the post training quiz. The various PAWS YouTube channels contain videos of most training sessions and also show some dogs' least desirable behaviors in a safe manner. It was a group effort to create the video program. The highest level training is completed in person but also has supplementary videos.

Development and Marketing Report – Chris Faust emailed and distributed the development report. The matching gift campaign is going well. Of particular note are several significant gifts from first time donors. Additionally, Fred Metzger is planning a stock transfer that will close out the campaign.

In other news, the PAWS dogs and cats were used in a Penn State marketing video to demonstrate a trash can that cannot be tipped over. PAWS will be mentioned in the video when it appears on the PSU web site. The Tattoo-PAW-looza event was successful. Customers were waiting when the tattoo artist, Gab Yunis, opened her studio and she continued to work all day, even issuing rain checks for those she could not accommodate from 10 am to 4 pm. This effort required a significant output for High Street Tattoo in terms of labor and ink, but she would like to hold another event in the future, particularly if she is better able to cover her costs.

There is another Fur Ball meeting next week. Six businesses did not submit their ads on time, so Chris F. reminded them to get the materials turned in by Friday. Chris F. also needs updates from committee members regarding commitments for their tables. Currently, she estimates that about 100 people are slotted to attend the Fur Ball and she would like to reach the venue maximum of 150 people. New for this year, is the "Snip and Stitch" live auction category that will raise money for spays and neuters. Chris F. also went to the Pets Come First Fashion Show and met a few people who may attend the Fur Ball.

Nominating Committee Report – Joan Ritchie reminded everyone that the nominating committee will start earlier this year in order to keep the process from being rushed. She asked that people think about whether or not PAWS should add new members to the Board and also to consider if they know individuals who are interested in serving on the Board or who would complement the Board's current composition. Anyone who expressed interest in previous years and who remains interested should submit their information again.

Personnel Committee Report – The committee is without a chair, but Kris Clark has been filling in. Dave thanked her and noted that the Board will be working on identifying a new chair.

Membership Committee - Ginny Newman reported that the committee met again last week and settled on preliminary recommendations for nine membership benefits in three tiers as well as revamped membership categories and prices. The committee set a goal for an amount they hope will be raised through the membership program and also discussed potential payment methods. They are refining an implementation plan and working on a timeline, including when the program could start, who is going to do what, and details of program implementation costs. The committee might be ready to present the plan to the Board as early as the October meeting. Prior to that, Ginny N. would like to contact John Blasko with regard to the deductibility of membership fees in light of the new benefit structure and changes in the tax law. Lisa is the contact point for John, so Ginny N. will email her initial questions to Lisa so that they can be passed along. Reenie has some white papers on tax law that might be helpful as well.

The committee would like volunteers to play a key role in launching and generating excitement for the program. The preliminary plan is to identify a representative group with which to test the program and get input before rolling it out on a large scale. In addition, they decided to restructure the proposed survey so that it is sent out after the membership program launches. This allows them to request feedback and opinions about something in existence rather than asking a large group of survey recipients to come up with ideas from scratch.

Ginny N. also relayed two stories about positive interactions between community members and PAWS.

Kris C. moved to adjourn the meeting. Ginny N. seconded the motion. The motion passed unanimously and the meeting adjourned at 7:28 pm, followed by an executive session.

The next PAWS Board Meeting is October 23, 2018.