

**Centre County PAWS, Inc.**  
**Board Meeting Minutes**  
**February 26, 2019, 5:45 – 7:00 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 Ishler, Ginny Newman, Yvonne Riley, Joan Ritchie, Monica Wright

PAWS Members and Guests Attending:  
No members were present.

Dave Abler called the meeting to order at 5:47 pm.

**Member Questions and Comments**

No members were present.

**Action Item - Approval of January 22, 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 did not have a report.

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

Treasurer Report – Reenie Ferretti noted that there is a Finance Committee meeting tomorrow. The committee members will be speaking with a merchant service company to see if the business can assist with how PAWS receives payments. Specifically, they are investigating whether or not it makes sense monetarily to purchase the company's services. Reenie will update the Board at the next meeting.

Recording Secretary Report – Heidi Petruzzi was not present.

**Staff and Committee Reports**

Director of Finance Report – Brian Eppley emailed and distributed the financial report. PAWS is on budget for the month of January. Income was higher than expenses. Bob's team started taking payments via PayPal, which includes several income streams. There was a specific purpose donation for facilities maintenance. The month was better than usual for January. Cat and dog medical expenses are under budget for the month.

Bob asked which line item includes Facebook donations. Facebook income is in the general donations category, unless the donation is for a specific purpose. Chris F. and Bob are interested in tracking Facebook donations separately since there has been a significant uptick in Facebook fundraisers. Facebook promotes birthday fundraisers for nonprofits and does not charge fees for this service. Chris F. noted that PAWS received some Facebook deposits last year that were over \$3,000. In the future, Brian will note Facebook donations on the bottom of the spreadsheet. Amazon Smile also produces income, but the amount is significantly lower.

Director of Operations Report – Lisa Bahr emailed her report. From now on Lisa will highlight when PAWS has intakes from other shelters. On both the cat and dog side, the local waiting list is the priority. However, PAWS had open cat side cages in January and the local waiting list was manageable, so PAWS pulled twelve cats from the Huntingdon County Humane Society. From a practical standpoint, it is easier to take cats from a shelter because they are already altered, they are up to date on their health care, the quarantine period is eliminated, and PAWS can select the cats.

Lisa also expressed her appreciation to the Board for sending her to the American Management Association conference in mid-February. In a couple of months, Lisa will give a presentation on the impact of her training.

Yvonne distributed information on PAWS cat and kitten promotions. The ongoing Five Dollar Feline promotion has helped increase older cat adoptions. However, kitten and young cat adoption numbers were lower in 2018 because PAWS did not hold any cat or kitten promotions. PAWS lost the donor that previously offset the cost of these events. The Cat Team met and decided that they would like to hold up to two months of promotions in 2019, depending on the number of cats available for adoption. The Cat Team and Lisa will decide the wording and timing of the promotion(s). For those two months, the adoption fee would be reduced by half, to \$40 instead of \$80. The lost revenue for PAWS would be \$2,000-\$3,000, depending on how many kittens are adopted out and how many have Guardian Angels. Sometimes PAWS receives donations during the promotions that offset the lost adoption fee revenue. The promotions could be kitten days of summer events for cats 8 weeks to 6 months old, or kit-teen events for cats 6 months to 1 year old; it will depend on which age bracket has a high population.

Yvonne anticipates that, as previously, advertising will be on social media and the PAWS web site. This has been successful in the past, with success measured by foot traffic and adoption counts. Bill would like to track whether or not the promotion motivates people to adopt or if people were going to adopt anyway. ASM can track on age and adoption dates.

It may be time to transition to allowing Lisa to determine when reduced cat adoption fees are appropriate. Currently, there is a policy that requires Board approval for anything that changes a financial commitment to PAWS, which is why Board approval is required for occasionally reducing cat adoption fees. Dave noted that the accumulated weight of evidence over time shows that promotions do not lower revenue for PAWS. Chris F. reported that two recent cat adopters donated \$1,700 toward summer promotions and that, with notice, she can gather funds specifically for the cat promotions. The change in policy would require rewriting that section of the policy. Dog adoptions fees already are managed by Lisa through variable pricing. Yvonne will work on the policy wording and email it to the Board before the next meeting.

Lisa distributed copies of the PAWS Mission Statement and Volunteer Code of Ethics. This is not an urgent item, but something for Board members to think about over the course of time. Lisa gave a presentation on Mission Statement, Vision Statement, and Values. A mission statement is intended to clearly and concisely state an organization's fundamental purpose. A vision statement is an organization's big, audacious goal. Values are the core beliefs of an organization. The goal for PAWS is not to change the organization's mission, but to repurpose and rewrite the mission statement into a compact and memorable proclamation that is easily vocalized. Currently, PAWS does not have an official, overarching vision statement. Having a vision statement would help guide the Board and PAWS staff when making decisions. The PAWS values are expressed in our code of ethics, non-discrimination policy, and position statements. However, there is not a concise list of values. Lisa shared some model, modern statements of mission, vision, and values. A good place to start for the PAWS mission statement might be the blurb under the banner on the web site.

Lisa would like to form a volunteer group to look at these statements for PAWS and bring their thoughts back to the Board. After creating and changing these statements, an all-membership meeting would be required for approval. Promoting the new statements could be coupled with the forthcoming building addition. Bill suggested keeping the group small to facilitate and focus the process. Lisa will bring suggested names for the group back to the Board.

Development and Marketing Report – Chris Faust emailed and distributed the development report. Chris F. highlighted gifts by someone who brought in a stray kitten and by a cat adopter. Bill Holland was pleased with the drawings for the new addition and he plans to increase his donation this year. Chris F. noted that details were finalized today for the Singing for Supper benefit at Hyatt Place Lobby Bar with Rama Lama on March 25th, 5:30-7:00. The February 9th Happy Cat Yoga raised a record amount for the event.

Nominating Committee Report – Joan Ritchie reported that the Nominating Committee has interviewed several excellent Board member candidates. All of the information on the candidates will be distributed at the April meeting. Relatedly, Kris Clark announced that she will be up for re-election to serve on the Board. This announcement complies with deadlines in the Bylaws.

Personnel Committee Report – Yvonne Riley will be meeting with a potential member for the Personnel Committee in March. There also will be a Personnel Committee meeting to decide what the committee should do and how to move forward. Kris C. will join the committee. There probably will be more committee members after the Board elections.

Membership Committee - Ginny Newman reported that she brought feedback from the last Board meeting to the Membership Committee. One change to the proposed membership program will be an annual payment option. Ginny N. did some additional benchmarking with other local shelters regarding tracking monthly payments. Lycoming County SPCA shared a study they just completed of six different Customer Relationship Management (CRM) software packages that can do monthly tracking. The research looked at costs, benefits, values, and other perspectives. Ginny N. forwarded the study to the IT Committee as a starting point for their search for a PAWS tracking solution. Another revision to the Membership proposal is a slight change in the awards given at the Fur Ball. It now includes two named awards, one for volunteerism and one for philanthropy: the Dave Abler Volunteer Service Award and the Fred Metzger Award for Philanthropy Support. Bill and Ginny N. will meet with the Publicity Committee tomorrow evening to discuss the membership initiative and details about what the Membership Committee is looking for from the Publicity Committee.

### **Unfinished Business**

Ginny N. moved to adjourn the meeting. Monica seconded the motion. The motion passed unanimously and the meeting adjourned at 6:46 pm, followed by an executive session.

The next PAWS Board Meeting is March 26, 2019.