

# Planned Pethood, Inc

Board Meeting

August 9, 2011

Minutes

*Present:*

Carol Dunn, Laurie Cantrell, Marge Dottling, Shirley Moran, Barb DiNardo, Sue Bedra, Doug Kearns, Craig Jacobs, Chrissa Liskai, Kittsen McCumber, Tami Norris,

*Executive Director & Staff:* Nikki Morey

*Absent:*

Julie Taylor, Stefanie Stark, Kelly Dilworth

I. Call To Order/Determination of Quorum

Board President Carol Dunn confirmed a quorum and called the meeting to order. Board members introduced themselves as new board members were in attendance.

II. Minutes of the June 2011 meeting were accepted.

III. Officers' Reports

a. President – Carol Dunn

- i. Carol mentioned the website link she emailed out regarding an article on fences and doghouses versus chains

b. Vice President/Recording Secretary – Tami Norris

- i. Expressed appreciation to Stefanie Stark for taking the minutes of the June board meeting.

c. Treasurer –

- i. Information was emailed to board members.
- ii. Craig continues to work with Kory to transition into the Treasurer's position.

IV. Committee Update

a. Budget & Finance

- i. No report.

b. Fundraising

- i. Highlights elsewhere and in Executive Director's printed report.

c. Education

- i. No Report.

d. Policies and Procedures

- i. Presented revised dog adoption policy
  1. Laurie Cantrell moved to accept, Doug Kearns seconded. Motion passed.
- ii. Presented policy enforcing responsibilities of board members. (Attendance at board meetings, involvement on a committee or as an officer, attend one adoption event per year, attend one fundraiser per year).
  1. Laurie moved to accept, Barb DiNardo seconded. Motion passed.
  2. Laurie will send a note to those board members who are delinquent for this current year.
  3. Tami will maintain a spreadsheet recording this activity.

V. Executive Director

a. Need location for Euchre tournament. Tami to check Springfield Township hall.

b. Website

- i. Discussed update options.
- ii. Possibly allow some limited advertising for help in recouping costs.

- iii. Laurie made the motion to accept recommendation of Nikki after she receives favorable answers to our questions. Marge Dottling seconded. Motion passed.
- c. Discussion was held on a deep discount adoption day(s) promotion. This would be modeled after another program in Cleveland. Karen and Nikki both talked to a representative of the other program and were satisfied with the information presented.
  - i. Event to be held at Spring Meadows and Rossford PetSmart locations
  - ii. September 10-12
  - iii. \$20 Cats/Kittens, discount on certain dogs
  - iv. Cash only
  - v. Motion by Chrissa Liskai, second by Laurie. Motion passed.

#### VI. New Business

- a. Election of Officers. The following slate of officers was presented:
  - i. President – Carol Dunn
  - ii. Vice President – Laurie Cantrell
  - iii. Treasurer – Craig Jacobs
  - iv. Secretary – Tami Norris
  - v. Motion by Shirley Moran to accept the slate of officers as presented. Second by Chrissa. Motion passed.
- b. Veterinary Advisory Committee – dropped
- c. Discussion on Executive Director role. Nikki has recently accepted a full time job. She presented us with her plan to continue on as Executive Director of PPI while working in this new position. The board expressed satisfaction in Nikki's current performance and accepted her assurances that she will "be the first to know" if she is not able to balance both roles.

#### VII. Adjournment

There being no further business, the meeting was adjourned.

The next board meeting will be October 11, 6 pm at Manhattan's.

Minutes Recorded by,

Tami Norris

## 8.9.11 report from ED

### **Dog Program**

1. Participated in a Family day at Central Park West, assisted Living facility and got a dog adopted just from that meet and greet.

### **Cat Program**

1. Doing 5 adoption events now.

### **Update**

1. Website quotes attached. We are using twice as much bandwidth as we should be using. We will start to be charged for the overage soon. We have been warned. I have attached the quotes and some stats for you to look over. I also included an article from Sheltering magazine.
2. PetSmart data was submitted for second quarter. No issues. Humane Ohio has added a Litter Patrol account and has been sending me statistics in June and July.

3. 577 Foundation is working out well. All the volunteers are doing a great job. Preparing for the Book Fair on September 17 & 18.
4. Dog Wash fundraisers have gone well so far.
5. Had a meeting with xxx regarding the 14 authorization form and poor vet care provided
6. Presence at Old West End Festival went well. Parade and Bake sale garnered over \$350.
7. Sally started scheduled updates for Twitter and Facebook. Our Klout score as of July 2011 was 60 out of 100. This is really good.
8. Sold remaining items leftover from Rummage Sale via Criag's List.
9. Grant submitted to Pedigree Foundation.
10. Keith Urban fundraiser didn't go so well. Air Dog show was a huge success. Puriena donated cat and dog food to PPI after the event.
11. Fundraising Committee meeting generated some good ideas and tightened up existing plans. Discussed celebrity wait, family photos, euchre tournament, 577 foundation, Harrison Rally Days
12. Provided sample conflict of interest policies, whistle blowers policy, document retention and destruction policy to the P&P committee. Per the IRS's question on the latest submitted 990, we also promoted where volunteers can view the 2009 990 and our 501c3 status paperwork on our website.
13. Invited to GM open house on August 12 & 13, Maumee Summer Fair & Parade August 20 and BGSU to solicit volunteers from students and staff on September 7.
14. Had conference call with Aimee StAurand and the ED of the largest Humane Society in Ohio, Sharon Harvey from Cleveland Animal Protective League. They have had huge success with a severely discounted adoption fees on special occasions with a huge media blitz included. First question Karen and I had was, how do you not lose money? Animals spending time in the program cost additional monies. They also disallow us from saving more lives. Petsmart has grant money available, which I have requested, for these events. We would like to do the event on the Petsmart National Three Day Adoption Weekend. This is the weekend they pay PPI \$35 per animal adopted at their facility rather than \$15. According to the events Cleveland APL have done in the past they adopt out 50% of their inventory. If we adopted out half of the cats only we would do over 100 animals in one weekend. If we target 100+ adoptions to Petsmart we can be given \$5000 to purchase supplies like the tents, advertising, etc. We would gain long term just from the media attention. Karen is willing to do \$5.00 per cat. Dogs are willing to go down to \$75.00 for adults and \$5 for seniors. **Request Discussion and/or vote.**
15. Counting how many old holiday cards we have left. We can purchase 1000 stickers to put on the old Holiday cards with our old logo. This will hide the old logo, jazz it up and get rid of the inventory. Then we can do a folded newsletter insert. Starting to work on content of insert.
16. Opened discussions with Precision Printing again. They had offered to do all our printing at cost and with paper donated. When they sold the business we got lost in the shuffle. The former owner wants to do business with us again with the same offer.
17. Working out details to the possibility PPI manage an Estate Sale. Debbie Papay is the trustee of the estate. We are looking at different locations and logistics of getting household to the sale location. This includes all the major appliances and all the contents of the house. Papay reports the deceased was a hoarder.
18. Secured 4 more billboards donated to PPI. They are all in the 43605 zip code where the focus has shifted from Humane Ohio and from PPI. TAHS is reporting less stray cats being turned over to them from the 43609 zip code.