



Protectors of Animals, Inc.

Board Meeting – March 4, 2014 (postponed from February 18, 2014 due to inclement weather; this meeting represents the Board meeting for February and March 2014)

Location: 144 Main Street, Unit E, East Hartford, CT

Board Members present: Jody Macrina, Stacey Doan, Sara Taylor, Greg Simpson, JoAnn Azzara, Roopa Rajaramadoss, Zachary Stewart, Mukesh Sharma, Debbie Nichols

Board Members not present: Ron Plante, Jordan Price

Staff Members present: John Thomas, Director of Shelter Operations

Guest: Janna Pedersen, Ampersand Consulting

1. **Call to Order:** J. Macrina called the meeting to order at 6:30 p.m.
2. **Janna Pedersen, Ampersand Consulting**
 - Janna Pedersen, the consultant assisting with POA's strategic planning, conducted a strategic plan focus group.
 - She began by delivering an update of the strategic planning activities. Activities include drafting a current business model (who POA is, what POA does, core competencies, who funds us, expenses, what value we add) and critical issues.
 - The strategic planning process also involves discussing POA's core purpose (why, ultimately, does POA exist?) and performing an environmental scan, which involves researching competitors and performing an organization assessment.
 - It also involves determining eventual implementation issues for the strategic plan.
 - The strategic plan focus group at this Board meeting represents the beginning of the work to be done in evaluating POA's vision/strategic position.
3. **Minutes of the January 28, 2014 Board of Directors meeting.**

S. Doan made a motion to accept the minutes as written; Z. Stewart seconded. The motion unanimously passed.
4. **President's Report:**
 - J. Macrina discussed having a greater presence with Connecticut Votes for Animals and with the legislative process.
 - J. Macrina discussed Spay CT. A phone number has been obtained and the website is almost complete. Kerry Bartoletti has been working on launching Spay CT. Some of the \$10,000 grant that was awarded can be used for vouchers for people who call the Spay CT hotline. Spay CT could also have a mobile vet come for a day to spay and neuter. J. Thomas stated that Spay CT will raise POA's profile.
5. **Treasurer's Report:**
 - Z. Stewart stated that an auditor has been selected from the RFP process that he led. George Sinnamon, who has a solo practice, was the choice of the Executive Committee and of J. Thomas. The audit contract will be \$5,000/year for a three-year agreement. The audit target date is May 15 this year. Next year, it should be able to be completed by the end of the first quarter (March 31).

- The outstanding charges due to New England Veterinary Center and Cancer Care (NEVCC a/k/a Kennedy Road) are almost paid off.
- The bookkeeper will be coming in with her supervisor once a month for quality purposes.

6. Director of Shelter Operations Monthly Report -- John Thomas

- J. Thomas distributed his monthly report to the Board, which will be attached to these minutes when they are posted on the POA website.
- J. Thomas stated that he would like to form an ad hoc committee to focus on advertising for POA.

7. 2014 Budget – Zach Stewart and Jordan Price

- Z. Stewart stated that the proposed budget has been revised to bring donations and fundraising in line with the 2013 Budget.
- There was general discussion around making the following changes to the proposed budget: true up the salary of the Director of Shelter Operations; include the rent increase as a result of renting Unit E; reduce Food & Supplies costs to \$20,000.

S. Doan made a motion to accept the 2014 Budget as modified; M. Sharma seconded. The motion unanimously passed.

8. March 2014 Fundraiser Update – Roopa Rajaramadoss

- As of the date of the Board meeting, 177 tickets had been sold for the March 15 event.
- Planning continues for the event and all items remain on target. R. Rajaramadoss submitted a progress report to the Board with each item spiked out.

9. New Business

- S. Taylor stated that POA has signed a lease for Unit E. The lease for Unit E will run concurrently with the lease for Unit O, so POA will be able to occupy both Units for the remainder of the lease term.
- The \$5,000 payment from HOPE has been received and the check has cleared. The lawsuit against HOPE and the counterclaim that HOPE filed against POA have been withdrawn.
- J. Macrina reminded Board members to donate \$250 toward the March fundraiser, or to make in-kind donations in that amount.

10. Adjournment

- The meeting adjourned at 8:50 p.m.
- The next Board of Directors meeting is scheduled on April 15, 2014 at 6:30 p.m. at 144 Main Street, Unit E, East Hartford, CT.

Submitted by: Sara Taylor, Secretary



Protectors of Animals – Monthly Report to the Board: February 17, 2014

Operations: January 2014

Cat Shelter	Success/Updates	Challenges
Administration and Communications Outreach	<ul style="list-style-type: none">• Met with Kerry Bartoletti. Discussed quarterly newsletter including timing of publication, content, and determining if MS Publisher will be adequate for our needs. Revising form thank you letter to better articulate How POA uses donations. Also, reformatting to a more businesslike font. Researching annual report formats. Will identify four for consideration. Creating grant/funder matrix. Thank you letter process for grantors (no form letter) Will research and notify about potential grants that fit OA and any pros and cons of submission. Spay CT Hotline progressing toward launch. Dedicated phone line acquired. Website host acquired. Working on website.• Volunteer (Matt Sheehan) providing data entry support to Zach, facilitating “thank you” letters. Several volunteers are engaged in getting “thank yous” into the mail as needed.• Presented info about POA and puppy mills to Naubuc School Girl Scout troop.• POA videotaped for feature on cable access show “K9 411”.• Scheduled visit to Animal Rescue League of New Hampshire for February 28th.• Submitted application to be host site for Leadership Greater Hartford’s Encore program.	



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	<ul style="list-style-type: none"> • Contacted CL&P, CNG, and Eugene Steinberg in support of POA lease on Unit E. • POA participating in Best Friends promotion, "The One", focusing on pit bull breed dogs and older cats. \$14 adoption fee. 	<ul style="list-style-type: none"> • Assessing our advertising strategy. Possible solution is meeting with Christine Penney and dog team rep(s) to agree on ad content, procedures, and distribution avenues.
Ambassadors	Met with POA PetSmart ambassadors to identify what has been working and what has not. Key findings: They do not want to be part of placement and they want to continue Sunday schedule.	
Clean & Feed	Dedicated teams found ways to care for cats during the severe winter weather	Openings on several days. Plenty of volunteer applicants. JT unable to find time to interview, orient and schedule. One possible solution is to have orientation "class" scheduled for one day per week and schedule multiple prospects into that slot.
Intake & Foster		
Medical Team	<ul style="list-style-type: none"> • "Test driving" a new vet in the near future. CT Mobile Veterinary Service will come to POA to do spay/neuters/vaccines/testing. • Beckett & Associates interested in providing services. May add them to the fold if they can be competitive. 	Next gen leadership proving difficult to address.
Phone Team		
Placement Team	New team member started on 2/8.	
Socialization	Team meeting postponed until 2/23 due to inclement weather	
TNR		On hiatus until weather warmer temps arrive.
Volunteer Recruitment and Placement	Ruimerman and Neulander continue working to cull through existing files, update records, and draft orientation materials.	See Clean & Feed challenges
Dog Shelters		
General		I was unable to attend the last dog team meeting but I understand that there is some concern by some vols that there is a unequal weighting in POA advertising towards the cat



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		shelter's needs/animals. Possible solution is noted above in "Administration" challenges.
East Hampton	Temporary "foster" arrangements were made for the canine residents during the recent snow storms.	Facility issue: Water heater on its way out. Bob Ferris is gathering information about replacement costs.
Wethersfield	Ron and team did not foster out residents but arrangements were made for someone to stop by the kennel and take care of dogs. Great commitment to ensure the well-being of the dogs at both sites	