



Protectors of Animals, Inc.

Board Meeting – November 19, 2013

Location: The Tavern Downtown, 201 Ann Uccello Street, Hartford, CT

Board Members present: Jody Macrina, Stacey Doan, Ron Plante, Sara Taylor, Greg Simpson, JoAnn Azzara, Jordan Price, Roopa Rajaramadoss, Zachary Stewart, Mukesh Sharma

Board Members absent: Debbie Nichols

Staff Members present: John Thomas, Kerry Bartoletti

1. **Call to Order:** J. Macrina called the meeting to order at 6:45 p.m.
2. **Minutes of the October 15, 2013 Board of Directors meeting.**

S. Doan made a motion to accept the minutes as written; R. Plante seconded. The motion unanimously passed.

3. **President's Report:**

- Tabled until December 17, 2013 Board meeting.

4. **Treasurer's Report:**

- Z. Stewart stated that he has been reviewing expenses to make sure that they are categorized correctly.
- There was a discussion regarding petty cash being available at all shelter locations (East Hartford, East Hampton and Wethersfield).

5. **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.
- There was a discussion regarding a need for administrative support for the Director of Shelter Operations. The Board discussed a possible increase in the number of hours that Kerry Bartoletti would be able to work as a consultant for POA so that Kerry could provide administrative support.
- There was also a discussion regarding publishing an Annual Report for POA. To do so, it may be necessary to move the annual audit to an earlier date on the calendar. J. Macrina will discuss with the auditors.

S. Doan made a motion to allow K. Bartoletti's consultant duties to be expanded to include administrative support as deemed necessary by the Director of Shelter Operations and to explore the possibility of increasing her number of hours per month; J. Price seconded. The motion unanimously passed.

6. **Discussion of United Spay Alliance 2013 Retreat and SPAY CT overview – Kerry Bartoletti**

- K. Bartoletti delivered a document entitled "United Spay Alliance and SPAY CT! Overview" for the Board's review. A copy of that document will be attached to these minutes when they are posted on the POA website.

- While at the USA Spay/Neuter Retreat in October, K. Bartoletti and J. Macrina had dinner with Esther Mechler and Susan Rosenberg, grant maker for the Petco Foundation, which was an excellent networking opportunity.
- In 2014, POA will host the Petco Foundation Cat Trap Depot, a seminar which is open to 50 attendees to learn about TNR and receive a trap.
- POA will be launching SPAY CT as a program of POA in early 2014. The SPAY CT hotline and web site will act as a source for reasonably priced, accessible spay/neuter program information in the Connecticut area, including assistance programs, low-cost clinics, and private veterinarians who offer reduced cost services.
- For the SPAY CT project, K. Bartoletti submitted a grant application on 11/12/2013 to Marian's Dream. The grant request is for \$10,000 and the purpose of the grant is to cover first year phone expenses, web site expenses, office supplies and to provide \$5,000 to start the spay/neuter subsidy program.

7. New Business

- There was a brief discussion regarding an adopter of several POA cats who have had significant and costly health issues. The individual has not asked POA to contribute to the veterinary care costs. There were varying opinions on whether POA should offer to pay anything when no request has been made. There was general agreement among the Board members that POA could refund the original adoption fees that were paid (subsequent adoption fees were not charged). Any further action on the issue was tabled.

8. Adjournment

- The meeting adjourned at 7:39 p.m.
- The next Board of Directors meeting is scheduled on December 17, 2013 at 6:30 p.m. at 144 Main Street, Unit E, East Hartford, CT.

Submitted by: Sara Taylor, Secretary

Communications and Outreach:

1. November 18 – Fourth edition of “The Flying Fur” was released.
2. Update of Volunteer Contacts. All current volunteer have at least their emails in the database, with the exceptions of the Medical Team and the PetSmart Ambassadors. I have those lists from the team leaders but have not yet made the migration to the database
3. Coordinated volunteer contingent who participated in taping of a segment for “Better Connecticut” with Scot Haney.

Challenges:

- Discovering some of the emails are incorrect. Generally these are transposition or typing errors, although a least a few are dead email addresses.

Administrative

1. Sent personal “thank you” letter to Dogs & cats Stranded on the Streets for unsolicited \$2,000 donation.
2. Sent personal “thank you” notes to Lynn Damon for her fundraiser and to Mary Scanlon for spotlighting POA on her Sunday morning community service show.
3. Submitted Quadrennial Report and Declaration of Personal Property documents to Town of East Harford Assessor’s Office. Supports organization’s claim as to property tax exempt status.
4. Submitted Form UC-1NP to the Connecticut Department of Labor. Determines organization’s liability with regard to State unemployment compensation laws.

Other Issue(s)

- 1) One specific potential trouble spot, internally, is the Events/Fundraising area. The imminent departure of Linda Williams leaves an immense learning curve with respect to number of, coordination of, and timing of the variety of events that are on the calendar.

Possible solutions:

- I recommend that a year-long calendar be created which identifies the known events in each month, with the exact dates if possible.
 - I recommend that a very specific protocol be developed for assessing what gets added to the schedule and by whose authority (which may vary by the nature of the event).
 - It may be that the answer isn’t more events but doing fewer better until we are conducting them with improved efficacy
- 2) I have reached critical mass with respect to juggling my duties. In order to move forward with some long term goals such as improved processes and procedures (orientation/training packets), organizing files (personnel files for volunteers), creating communication outreach tools (annual report, for one), researching ways for POA to expand/improve imprint, etc. I will need at least a minimal level of administrative support.

Possible solutions:

- Utilize Kerry Bartoletti a little differently for X number of hours per week.
- Identify an administrative intern (unpaid) from area high schools or career counseling organizations.

October Adoptions, Cats/Kittens: 29/24
Current Census: 46 plus 5 @ PetSmart

October Adoptions, Dogs: 7
Current Census: 12 (effective 11/1/2013)

Cat Shelter Updates

1. **Clean & Feed Team:** Both team meetings held in October were well attended (20+) and achieved a key operational outcome--the Team Leader has been supplanted by Shift Captains on the respective Morning C&F teams. The transition is under way and Shift Captains have been chosen for Monday – Friday. Still need to identify the Saturday and Sunday Shift captains.

Challenges:

- Finding enough reliable volunteers to staff the teams, particularly the mornings
- Ensuring that each Shift Captain understands his/her role and is capable to handle its demands

2. **Medical Team:** Meeting was held on November 14th. Key outcomes were 1) the agreement of two team members to support Team leader JoAnn Azzara by learning some of her critical administrative duties, 2) initiating a process of a med team member checking off on all medical paperwork in order to facilitate adoptions, 3) the agreement to be part of a “Weekly Rounds” team which will facilitate communication between teams and agreement on strategies for the cats in POA’s care.

Follow-up meeting for the Weekly Rounds meeting is scheduled for November 21st. Follow-up meeting for Team Leader support is TBD by JoAnn and the two team members.

3. **Foster Team:** Meeting has yet to be scheduled. Martha has been cutting back some of her time to recharge her batteries. Meeting is now targeted for the second week of December.

4. **TNR Team:** Virtually all of the CT vouchers have been used and the team has segued into trapping for the Best Friends Animal Society (BF) grant.

TNR-CT Vouchers...72 of 75

TNR-BF.....11 of 222

Challenges:

- Managing the flow of cats to Dakin for the BF grant. Dakin allows 3 feral cats per day, Tuesday through Thursday. We have negotiated for up to 6 cats per day but this is on a case by case basis determined by Dakin’s anticipated workload and veterinarian availability. Not an issue at this juncture but could present one in Spring 2014 as more groups start trapping and the feral cat population explodes.

Dogs Shelters

There is little to report overall regarding the dog shelters this month. I will be making connecting with the teams at the shelter a priority immediately after the New Year, including pulling together individual kennel meetings to hear directly from the troops at each site.

1. **PetSmart Dog Adoption Team:** This team is highly motivated and are doing a great job. The team leaders took total control for coordinating attendance and dogs at the PetSmart National Adoption Weekend, a 2-day event which just concluded.

United Spay Alliance and SPAY CT! Overview
Prepared by Kerry Bartoletti
November 17, 2013

United Spay Alliance Background Information	United Spay Alliance (USA) is a national coalition of independent state spay/neuter referral programs focused on getting the message out about the importance of spay/neuter and providing resources for affordable spay/neuter services.
USA/POA relationship	<p>Both Jody and I are long-time friends of Esther Mechler. Esther's areas of expertise include grassroots organizing, leadership development, information networking and the implementation of projects and programs to end cat and dog overpopulation.</p> <p>Last November, Jody and I were invited to attend the USA Spay/Neuter Retreat in Las Vegas in the hopes that we would create the Spay CT program. The retreat provided a wealth of information, nationwide contacts and access to grant makers.</p> <p>This October, Jody and I attended the 2013 USA Retreat in Jacksonville.</p> <p>POA will be launching SPAY CT as a program of POA in early 2014. The SPAY CT hotline and web site will act as a source for reasonably priced, accessible spay/neuter program information in the Connecticut area, including assistance programs, low-cost clinics, and private veterinarians who offer reduced cost services.</p>
2013 USA Retreat Summary	<p>Educational sessions:</p> <ul style="list-style-type: none"> • Countering pushbacks against early spay/neuter • Building community alliances to get spay/neuter information to the public • Grant writing in the online world • Cat trap depot (Petco Foundation – POA schedule to host next year) • TNR • Business Fundamentals • Communication channels – Social media marketing, outreach through community events, health fairs, school events, social services, flyers, business cards • Take aways such as samples of literature from other hotlines <p>Additional benefits:</p> <ul style="list-style-type: none"> • Jody and I had dinner with Esther Mechler and Susan Rosenberg, grant maker for the Petco Foundation. It was an excellent opportunity to continue to forge a strong relationship with the Petco Foundation. • Confirmed POA hosting of Petco Foundation Cat Trap Depot (Petco Foundation seminar open to 50 attendees to learn about TNR and receive a trap). • Networking with other state representatives to learn what works and what doesn't.

SPAY CT	Grant for SPAY CT	<ul style="list-style-type: none"> • Kerry submitted grant application on 11/12/13 to Marian's Dream. • Grant request is \$10,000. • Grant purpose is to cover first year phone expenses, web site expenses, administrative/advertising expenses, office supplies, and provide \$5,000 to start spay/neuter subsidy program. • Anticipated award date is early January 2014.
	Phase I – Hotline and web site	<ul style="list-style-type: none"> • Smartphone recommended as it is portable, provides fast access to email, the web site information and can be transferred to another individual in the event of vacation, illness, etc. <i>Does POA have a current cell phone contract? If not, I am exploring the best options.</i> • The domain name www.spayct.org has already been purchased from Godaddy. • The web site will be separate from the POA web site for ease of access and to establish a SPAY CT identity. • Kerry will handle web site creation and maintenance. • Create SPAY CT Facebook page. • Planned launch for hotline and web site is first quarter 2014. • Explore recruiting additional private vets to participate in program.
	Phase II -- Spay/neuter subsidy or voucher program	<ul style="list-style-type: none"> • Network with USA Reps for guidance in defining program • Subsidy for low income pet owners. Will define • Work with low cost programs to set up our account and explain program • Should initial program be for POA service area? • Will there be a tie in to the Hip to Snip Shuttle?
	Advertising – Getting the word out	<ul style="list-style-type: none"> • Letters to rescues • Letter to ACOs • Contact community programs/centers most likely to interact with low-income individuals needing low-cost spay/neuter services. • Printed materials for POA events • Meet with Stacey – discuss marketing campaign