



Protectors of Animals, Inc.
Board Meeting Agenda – May 16, 2017
6:30 p.m. – 1001 Hebron Avenue – Piatti Ristorante & Bar
Glastonbury, CT

Board Members Present: Jody Macrina, Stacey Doan, Michael Pezzullo, Joann Azzara, Leslie Wetstone, Jordan Price, Jim Byrne, Zach Stewart, James Breen, Jessica Aniskoff, Jeff Greenblat, and Jessica Sokol

Staff Members Present: Pam Knoecklein, Kerry Bartoletti

1. Call to Order – The meeting was called to order at 6:49 p.m.
 2. Board candidates Jessica Sokol and Jeffrey Greenblat introduced.
 3. Consent Agenda – Motion made by Stacey Doan to accept the Consent Agenda. James Breen seconded the motion; all in favor.
 4. Kindful proposal Z. Stewart – Zach Stewart discussed Kindful proposal
 - a. This would entail switching from our current “Giftworks” software which we pay \$110 a month to “Kindful” paying \$200 a month. The biggest strengths of this switch would be:
 - i. Unlimited users (allowing any user to handle thank you notes)
 - ii. Significantly more intuitive and easier to use
 - iii. More web based friendly software, allowing easier usage across systems.
 - b. J. Macrina asked about updating plan later. It auto updates monthly based on number of records used.
 - c. J. Byrne asked about moving records. Z. Stewart noted the system allows clean transition of records having already tested it.
 - d. Z. Stewart is recommending “option 2” for “Kindful”.
 - e. J. Breen and L. Wetstone asked about ability to track users. Z. Stewart detailed user access rights, he will look into review structure for ID’s.
- Stacey Doan made a motion to transition to “option 2” with “Kindful”, Jordan Price Seconded. All in favor, motion passes.

5. Strategic Plan S. Doan – Strategic plan distributed shortly before meeting, J. Macrina advised everyone reading Strategic plan and preparing to discuss in further detail for next meeting.
6. New Business
 - a. J. Macrina brought up Wendy's workload to discuss as a question of whether or not she needs more help.
 - i. P. Knoecklein offered insight into Wendy's needs for support in high level decision making.
 - ii. P. Knoecklein discussed possibility of being able to resume original support role pending availability based on clinics activity and needs.
 - b. J. Macrina introduced discussion concerning profitability and cash flows.
 - i. P. Knoecklein noted that staffing issues have been resolved and staff are ready for full inflow now. K. Bartoletti noted that there has been no marketing until staffing resolved, but now able to do so.
 - c. L. Wetstone discussed fundraising. Fat Cat Brewery fundraising. They will advertise for June 29th in East Hampton. Discussion surrounding price point and advertising. Discussed 6-9pm run time. Z. Stewart noted "Eventbrite" as a valuable tool for selling tickets.
 - i. Z. Stewart to look more into setting up "Eventbrite" Account.
 - d. J. Azzara noted advertisement opportunities at Farmer's Market in West End. Details to follow.
7. Adjournment Meeting adjourned at 8:13.