



## Prior Meeting Minutes: 10/18/2022

### Protectors of Animals, Inc.

Board Meeting

October 18, 2022 at 6:30 p.m.

### Attendance (X = in attendance)

Board				
Jody Macrina	Nico Ciraldo	Rachel Casey	Steven Black	Jim Byrne
X	X	X	X	X
Christine Green	Abigail Jackson	Mary Kelly	Andrew Kim	Jess Sokol
X		X	X	

Advisors	
Kelly Rossitto	Amber Zawrotny
X	X

### Minutes

1. Call to Order 6:35pm
2. Consent Agenda – M. Kelly motioned, J. Bryne seconded, approved.
  - Minutes of the August 16, 2022 Board of Directors Meeting – Attached
  - Clinic Report – Attached
  - Donation Report – Attached
3. Business Update –J. Macrina
4. Fundraising – J. Sokol
  - Recent events:
    - **Saturday, October 1: K of C Picnic** - waiting to hear how much money we are receiving
    - **Sunday, October 2: Cat Yoga** - sold out success (again!)
    - **Saturday, October 15: Peoples Choice Concurs Car Show** - receiving food/litter donations from car show registrants
  - Upcoming events:
    - **Friday, October 21: Strutting For Strays** [Ticket link](#)
    - Calendar will be back
  - Earmarking February/March 2023 for a return of the “big fundraiser.” Please send theme ideas.
5. Social Media – A. Kim
  - Team meeting to be scheduled within the next month or so
  - Social media assistance: Looking for someone to assume lead role or serve as a co-lead
  - Liz will help assist with answering dog questions
  - Social Media team is doing a great job advertising events on our various platforms



#### 6. Finance – N. Ciraldo

- Revenue (Gross Profit) for September is currently **down ~34%** from the Prior Month of August: This is primarily driven by clinic services & General Donations being down significantly from the prior month of August
  - Cat Adoptions are **up ~66.7%**
  - Dog Adoptions are **down ~4.4%**
  - General Donations are **down ~69.1%**
  - Fund Raisers are **up ~93.8%**
  - Clinic Services fell from the prior month by **37.4%**
- Total Expenses are **down ~26.6%** from the Prior Month
- For the month of September, we are currently showing a **net loss of ~(\$8k)** compared to the Prior Month's loss of **~(\$2k)**.

#### 7. Investment –J. Bryne

- Markets resumed their downward slide to close 3Q with the S&P 500 down another 5%.
- J. Byrne spoke with UBS about potential cash strategies, including Treasuries, money market funds, and CDs. UBS doesn't charge fees on any of these investment products. R. Casey is recusing herself from these discussions due to a potential conflict of interest.

#### 8. Clinic & Shelter Report – A. Zawrotny

- Clinic:
  - 281 surgeries completed in September (15 days open), 45 POA animals
  - Another duo surgeon day where Dr. Stockwell and Dr. Smith performed 42 cat surgeries- breaking our previous record!
  - We had another Stand Up For Pits day! 6 dogs received sponsored surgeries.
  - Currently hiring for a veterinary technician, full time scheduling coordinator / receptionist, and a part time receptionist with kennel attendant duties.
- Shelter:
  - No further feedback has been given about ShelterLuv. Will get started on the transition to use ShelterLuv.
  - **Discuss:** Next step is conversation with Animal Control on a few medical cases.
  - **Discuss:** N. Ciraldo motioned to approve the dog adoption fee proposal, R. Casey seconded, approved.
  - **Discuss:** Emergency intake procedures and rising medical costs.

#### 9. Program Coordinator Report – K. Rossitto

- Handbook Committee: Volunteer Handbook has been completed and approved by team leads. Will be distributed to team leaders who will then provide to all active volunteers.
- Donor Management
  - Spring Appeal: Funds raised as of 10/11 – **\$32,012**
  - Fall/Year-End Appeal is on track to hit mailboxes the 1<sup>st</sup> week in December. Theme is “We are still here, because of you!”
  - Aussakita Farm Event raised as of 10/11 – **\$1,955**
  - Strutting for Strays Fred Astaire Event raised as of 10/11 – **\$2,105**
- E-blasts will continue to share fundraising events, provide updates on donations for a specific campaign, and to say thank you.



- Grants
  - Submitted two new grants
  - In Progress: PetcoLove Stories
- 10. Newsletter – R. Casey
  - Aug/Sept newsletter released.
  - Next: Oct/Nov newsletter to be released (ETA: mid-November).
- 11. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim
  - **Discuss:** Meeting on 10/17. Questions are being compiled by C. Green.
- 12. Roundtable: Other Discussion
  - M. Kelly and A. Kim discussed the Annual Report. There will be an all-call to volunteers to help, potentially those with a marketing background.
- 13. Adjourned 8:00pm