



Prior Meeting Minutes: 12/20/2022

Protectors of Animals, Inc.

Board Meeting

December 20, 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	X	X

Advisors	
Kelly Rossitto	Amber Zawrotny
X	X

Minutes

1. Call to Order 6:34pm
2. Consent Agenda – M. Kelly motioned, A. Kim seconded, approved.
 - Minutes of the November 15, 2022 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update –J. Macrina
4. Fundraising – J. Sokol
 - Recent events
 - **Sunday, Dec. 11: Cat Cafe** - Received \$1,634; sold-out; huge success getting folks to meet the cats including some of the more “difficult” to place ones.
 - Upcoming events
 - **Calendar:** As of 12/14: 190 calendars sold, \$1496.86 received in additional donations through order page. Black Friday weekend sale worked well.
 - **Big fundraiser:** On hold.
5. Social Media – A. Kim
 - We recently had a social media post go viral!
 - Jill Danielson volunteered to assist with social media posts for our Wethersfield location.
 - We have a new Social Media (Google) team)!
6. Finance – N. Ciraldo
 - **Revenue (Gross Profit)** for November currently **down ~11%** from the Prior Month of October. This is primarily driven by the large bequest we received in October which we did not receive any bequest for the current reporting period of November



- Cat Adoptions are **up ~5.4%**
 - Dog Adoptions are **down ~42.5%**
 - General Donations are **up ~23.5%**
 - Fund Raisers are **down ~38%**
 - Clinic Services rose from the prior month by **~11.3%**
 - **Total Expenses are up ~18.8%** from the Prior Month
 - Compared to the prior month we are showing a decrease in **Net Revenue** by **~69%** but this is primarily due to the large bequest.
7. Investment –J. Bryne, R. Casey
- Continue to work on investment options for cash.
 - Please note: R. Casey has a conflict of interest and will recuse herself from any discussions about specific investment recommendations.
8. Clinic & Shelter Report – A. Zawrotny
- Clinic
 - Rebecca Wilson is an LVT and will be starting with us full-time 12/19/22.
 - Elizabeth Esteves will be starting with us as full-time on 1/3/23 as Office Assistant.
 - Joanne Freeman accepted our Clinic Manager role and will be starting 12/27/22.
 - Numbers will be drastically lowered for the beginning of January due to training.
 - Shelter
 - Planned ShelterLuv implementation in January.
9. Program Coordinator Report – K. Rossitto
- Donor Management
 - Spring Appeal – **\$40,149.50** (final)
 - Year-End Appeal: As of 12/14 – Funds raised: **\$14,685**
 - Giving Tuesday Funds raised as of 12/14: **\$1,300**
 - POA Calendar:
 - Black Friday/Cyber Monday special sales & donations: **\$2,428.86**
 - Full price sales & donations as of 12/14: **\$2,145**
 - TNR: Met on 11/17 and created a Google Sheet Document to keep track of funds
10. Newsletter – R. Casey
- Oct/Nov newsletter released.
 - Next: Dec/Jan newsletter to be released (ETA: mid-January).
11. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim
- Discussions/Planning is ongoing
12. Adjourned 7:42pm