



Consent Agenda:

Prior Meeting Minutes: 6/21/2022

Protectors of Animals, Inc.

Board Meeting

June 21, 2022 at 6:30 p.m.

Attendance (X = in attendance)

Board				
Jody Macrina	James Breen	Rachel Casey	Nico Ciraldo	Jim Byrne
X	X	X	X	X
Jess Sokol	Andrew Kim	Steven Black	Abigail Jackson	
X	X	X		

Advisors	
Kelly Rossitto	Amber Zawrotny
X	X

Provisional		
Mary Kelly	Maddie St. Amour	Christine Green
X		X

Minutes

1. Call to Order 6:37pm
2. Business Update – J. Breen
 - Welcome Christine Green!
 - Focus on improving communication across POA.
3. Consent Agenda – J. Breen motioned, N. Ciraldo seconded, approved.
 - Minutes of the May 24, 2022 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
4. Fundraising – J. Sokol
 - Event successes:
 - **Saturday, May 28: Annual Kitten Shower**, Priam Vineyards in Colchester
 - ~\$2,683 from cash donations/raffles/NFG page
 - ~\$3,500 and counting in items donated
 - \$300 from the vineyard's bottle sales (10% of each bottle)
 - **Sunday, June 19: Yoga with Cats**, Afterglow Yoga in Hartford
 - Upcoming events:
 - **Saturday, July 23: Paws in the Park** tabling event, 10am – 7pm at John Mitchell Fairgrounds in South Windsor
 - **Sunday, Aug. 21: Volunteer Appreciation Picnic**, 10:30am – 5pm at Nevers Park Pavilion in South Windsor
 - **Sunday, August 28: Dream Ride**, 9am – 4pm at Farmington Polo Club
 - Earmarking February/March 2023 for a return of the “big fundraiser”; committee will start talking more in late summer
 - **Discuss:** Board volunteers to help with upcoming events (follow up with J. Sokol)



5. Social Media – A. Kim

- **Discuss:** Need more Board involvement with social media.
- We do not have a LinkedIn, but we will set one up. Explore Link Tree.
- Facebook algorithm works well with shares, comments, and loves, especially if it's within the first hour of posting.
- Include statistics in POA's newsletter and highlight tips. POA has reached 92k people in the past 28 days!!!!

6. Finance – N. Ciraldo

- Revenue (Gross Profit) is currently **down ~29.5%** from the PY
 - Primarily driven by our Direct Donations being **down ~47.5%** overall from the PY
 - Clinic Services are still performing strong at **~44.7% increase** from the PY
- Total Expenses are **up ~1%** from the PY
- YTD, **net loss of ~39k down ~134%** from the PY with total Cash Flow **down ~44k due to ~14k AP line item**. We currently have ~855k in Free Cash Flow

7. Investment – R. Casey

- Market volatility continues across financial markets:
 - Equity markets are down more than 20% YTD.
 - Bond performance has also been negative with higher interest rates and credit spreads (both negatively impacting bond performance).
- Markets continue to be concerned about elevated inflation and the effectiveness of the Federal Reserve bank to respond. Recession fears continue to rise.

8. Clinic & Shelter Report – A. Zawrotny

- Clinic:
 - 306 successful surgeries in May, 24 POA animals.
 - Dr. Nicole Kovacs has joined us as a per diem vet (2-4 days/month)
 - Dr. Michelle Forella will be joining us as per diem vet (consistent weekly days starting in August).
 - Dr. Stockwell set up team for RECOVER training. The online course will be due by 7/11. We'll then plan for the physical training.
 - **Discuss:** Consider expanding from 4 to 5 days/week for surgeries. We have a lot of surgeons! Takeaway: Monthly clinic financial reporting in Quickbooks.
- Shelter:
 - Discontinued Shelterbuddy and will receive a full refund.
 - Several attempts to meet with Wethersfield Animal Control Officer to discuss Wetherfield shelter. Final attempt is 6/22 @ 9am.
 - Investigating potential rental of the Portland, CT pound
 - Cat Leadership team spoke about ways to increase intake and adoption
 - **Discuss:** Schedule challenges with four locations and one clinic/shelter manager. Also need to improve communication challenges across POA.
 - **Discuss:** ShelterLuv is being explored with a free trial. Does not have a volunteer database.



9. Program Coordinator Report – K. Rossitto

- Handbook committee has been formed to update volunteer handbooks. There will be an overall POA organization handbook and separate individual location handbooks, as well.
- Donor Management
 - Spring Appeal: Funds raised as of 6/13 - **\$17,497**
 - Birdies for Charity: Ending June 26th. Funds raised as of 6/13 - **\$6,936**
- United Spay Alliance: Quarterly meeting was 6/14.
- Plan to e-mail clinic clients as a follow-up. Will be a small fee.

10. Newsletter – R. Casey

- Pending June newsletter release.

11. Roundtable: 1 Location / Capital Campaign – J. Macrina

- Goal: Explore getting all parts of the organization under one roof by POA's 50th anniversary (in 3 years)!
- **Discuss:** Committee discussion on 6/9. Each committee member got action items. Discussion on timing and potential for commercial loans. Will need to solicit volunteer involvement in the future.

12. Roundtable: Board Expectations – R. Casey

- **Discuss:** Please review updated Board expectations document.

13. Topics for next meeting in July:

- Social media: Link Tree
- Investments: Cash target
- Finance: Monthly clinic financials in Quickbooks
- Program Coordinator: E-mail clinic client update

14. Adjourned 8:20pm