



Prior Meeting Minutes: 8/16/2022

Protectors of Animals, Inc.

Board Meeting

August 16, 2022 at 6:30 p.m.

Attendance (X = in attendance)

Board					Advisors		Provisional	
Jody Macrina	Rachel Casey	Nico Ciraldo	Jim Byrne	Jess Sokol	Kelly Rossitto	Amber Zawrotny	Maddie St. Amour	Christine Green
X	X		X	X	X	X	X	X
Andrew Kim	Steven Black	Abigail Jackson	Mary Kelly					
X	X	X	X					

Minutes

1. Call to Order 6:35pm
2. Consent Agenda – M. Kelly motioned, seconded, approved.
 - Minutes of the July 19, 2022 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update –J. Macrina
4. Fundraising – J. Sokol
 - Recent events:
 - **Saturday, July 23: Paws in the Park**, only rescue on site and got some great visibility!
 - Upcoming events:
 - **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
 - **Sunday, September 25: Simsbury Fly-In**
 - **Saturday, October 15: Peoples Choice Concours Car Show**, 8am – 1pm at Farmington Polo Club
 - **Last Week of October/First Week of November: Latin Night**
 - **Late 2022: Holiday Fair and calendar**
 - Earmarking February/March 2023 for a return of the “big fundraiser”
5. Social Media – A. Kim
 - LinkedIn account was set up and added to the website!



6. Finance – N. Ciraldo

- Revenue (Gross Profit) is currently **up ~53.5%** from the Prior Month: *This is primarily driven by a large unrealized loss of ~(\$49k) falling off from last month*
 - Cat Adoptions are **up ~44.8%**
 - Dog Adoptions are **up ~65.4%**
 - General Donations are **down ~14.7%**
 - Fund Raisers are **down ~66.3%**
 - Clinic Services fell from the prior month by **43.8%**
- Total Expenses are **down ~30.0%** from the Prior Month
- MTD we are currently showing a **net loss of ~(\$15k)** compared to the Prior Month's loss of ~(\$61.5k). This is an **improvement of 75.3%**.

7. Investment – R. Casey, J. Macrina

- Although financial markets are still down YTD, markets have begun to recover QTD.
- Very good call at our quarterly meeting with UBS financial advisor. Portfolio is well balanced according to our investment strategy
- Also, completed adding more signers to the UBS account and will add more signers on bank accounts

8. Clinic & Shelter Report – A. Zawrotny

- Clinic:
 - 280 surgeries in July (13 days open), 44 POA animals
 - Dr. Anderson and Dr. Stockwell's volunteer dual-day completed 38 surgeries in one day, a POA Spay record!
 - We had another Stand Up For Pits day! 8 dogs received sponsored surgeries.
 - Received result from a 'web audit'. Added user feedback tool on the website to get real-time feedback.
- Shelter:
 - Discussed with Wethersfield the potential of moving to another pound while we spearheaded our capital campaign. The general consensus seemed to be that they would prefer to stay in one area until we're all under one roof.
 - Discussions continue with ShelterLuv and will be targeting an estimated transition date of 8/30.

9. Program Coordinator Report – K. Rossitto

- Handbook Committee: Focus on the Overall POA Organization Volunteer Handbook to start. Then each shelter can create their own additions specific to each team.
- Donor Management
 - Spring Appeal: Funds raised as of 8/10 - **\$25,242**
 - Fall/Year-End Appeal is on track to hit mailboxes the 1st week in December.
 - **Discuss:** Fall/Year End Appeal theme – decided on "the world is changing, but we're still here!"
 - Two grants in East Hartford: one has been submitted and a second is being put together.
- Informing Volunteers



- Putting together job descriptions of paid staff to share with volunteers to continue efforts to improve communication.
 - Include paid staff bios to the newsletter, so that the volunteers can learn a little more about everyone (this can include the POA SPAY! team).
 - Website Updates
 - Cat team added a new category for adoptable cats named “Perfectly Imperfect Cats” to help get those harder to adopt out cats into homes!
10. Newsletter – A. Zawrotny
- June/July newsletter released.
11. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim
- Reached out to East Hartford contact regarding properties.
12. Roundtable: Town Hall – R. Casey
- **Discuss:** Next Town Hall in September. Reviewed draft materials.
13. Roundtable: Other Discussion
- Board Recruiting: Will need more Board members to: 1) help with financials and audits, 2) someone with marketing experience to help with capital campaign, and 3) help with social media.
14. Executive Session
15. Adjourned 8:20pm