



Prior Meeting Minutes: 11/15/2022

Protectors of Animals, Inc.

Board Meeting

November 15, 2022 at 6:30 p.m.

Attendance (X = in attendance)

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

Advisors	
Kelly Rossitto	Amber Zawrotny
X	X

Minutes

1. Call to Order 6:35pm
2. Consent Agenda – M. Kelly motioned, A. Kim seconded, approved.
 - Minutes of the October 18, 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** - Received **\$1,637**; took their volunteers on a quick tour of POA, and they would like to continue supporting us in the future
 - **Sunday, October 2: Cat Yoga** - sold out success (again!) Number TBD
 - **Saturday, October 8: Fall in Love with POA** - Number TBD
 - **Saturday, October 15: Peoples Choice Concurs Car Show** - Received 218 lbs of litter, 231 cans/cups of wet food, 75 bags/677 lbs of dry food, 24 bags/boxes of treats, plus toys and \$100
 - **Friday, October 21: Strutting For Strays** - **\$3,995** raised from baskets and donations; **\$2,850** raised from ticket sales; **\$12,190** in ticket sales, baskets and donations, and in-kind donations
 - Upcoming events
 - **Calendar:** Will be for sale soon, copies will arrive mid December
 - **Sunday, December 11: Cat Cafe** - sold out
 - Earmarking February/March 2023 for a return of the “big fundraiser.”



5. Social Media – A. Kim
 - Social media assistance: Looking for someone to assume lead role or serve as a co-lead
6. Finance – N. Ciraldo
 - **Revenue (Gross Profit)** for October is currently **up 90%** from the Prior Month of September. Net profit is also positive for the first time this year, **up 281%** from the prior month of September, representing a total increase of **~40k** to our cash flows:
 - This positive impact was primarily driven to a large Bequest of ~49k, our general donation of ~17.5k as well as Fund Raising which also generated ~5.1k in Revenue.
 - Cat Adoptions are **down 34%**
 - Dog Adoptions are **up 66%**
 - General Donations are **up 404%**
 - Fund Raisers are **up ~548%**
 - Clinic Services fell from the prior month by **27%**
 - **Total Expenses** are **down ~6%** from the Prior Month
7. Investment –J. Bryne, R. Casey
 - Quarterly meeting with financial advisor to review investment portfolio performance.
 - **Discuss:** 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
 - 221 surgeries completed in October (14 days open), 45 POA animals
 - We are shooting for 16-17 surgeries per day with a 5 dog ratio currently.
 - Shelter
 - Planned ShelterLuv transfer by end of November / December 1st.
 - Dog prices have been adjusted and announced to both dog teams.
 - Consistent with broader theme across many shelters, 2022 will be the lowest year for adoptions since 2014 when we started tracking digitally.
9. Program Coordinator Report – K. Rossitto
 - Donor Management
 - Spring Appeal: Funds raised as of 11/9 – **\$37,265**
 - Fall/Year-End Appeal is on track to hit mailboxes the 1st week in December.
 - Farm Event Final Totals including In-Kind Donations: **\$4,080**
 - Strutting for Strays Final Totals including In-Kind Donations: **\$12,190**
 - TNR: Meeting 11/17 to go over specifics & determine tracking
 - Volunteer Information
 - Handbook has been distributed
 - Looking for Clean & Feed “Co Team Lead”
 - Walk-In/In-Kind Donations: [new sheet](#) for walk-in donors & event “in-kind” donations
 - Grants



- PetcoLove Story Grant has been submitted
- APCP Grant Submitted, asked for 200 feral cat vouchers for spay/neuter – if granted, these will be for the TNR Project
- ShelterLuv Import: Challenges with data import

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:** Progress on capital campaign.
 - Met about a month ago and decided to focus on determining needs.
 - Also would like to pivot timing to start campaign on 50th anniversary.
 - Created spreadsheet to track progress.

12. Executive Session

13. Adjourned 8:04pm