



Prior Meeting Minutes: 11/21/2023

Protectors of Animals, Inc.

Board Meeting

November 21, 2023 at 6:30 p.m.

Attendance (X = in attendance)

Board					Advisors
Jody Macrina	Rachel Casey	Steven Black	Jim Byrne	Susan Gilbert	Kelly Rossitto
X	X	X	X	X	X
Christine Green	Abigail Jackson	Mary Kelly	Mel Schneider	Alane Wilansky	Joanne Freeman
	X	X	X	X	X

Minutes

1. Call to Order 6:36pm
2. Consent Agenda – M. Kelly motioned, J. Bryne seconded, approved.
 - Minutes of the September 19, 2023 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update – J. Macrina
4. Fundraising & Events – S. Gilbert, M. Schneider
 - Two upcoming events include: Cat Cat Cafe taking place 12/10 from 11:00 to 1:00 and the Hops on the Hill event.
 - Small team of POA’s experienced event planning volunteers have been helping get us up and running with gala planning!
5. Social Media – M. Kelly
 - Social media activity seems to be up. We have over 22,000 followers on facebook, 5,000 on Instagram, and 4,644 on TikTok.
 - New volunteers covering Instagram and the dog posts on facebook are doing great!
 - Facebook and Instagram posts for donations for TNR and a facebook post for food for our food pantry were both successful in increasing donations.
 - Having challenges with spam on both our official facebook page and the Friends of POA page, which resulted in the need to authorize before posting.
 - Working on a coordinated push for Giving Tuesday focused on the medical costs to get animals ready to go home; also planning to have a Facebook Live Feed on Giving Tuesday from both East Hartford and Wethersfield.



6. Finance – A. Wilansky, C. Green, R. Casey
 - Finance Committee is meeting at end of November to work through process documentation and next steps.
 - P&L: October vs. September 2023
 - Revenue is higher MoM by \$31k (or +62%) due to general donations and fundraisers, partially offset by realized losses. YTD Revenue is \$64k higher primarily due to bequest and fundraisers in addition to Realized and Unrealized gain, offset by lower General Donations and Clinic Services.
 - MoM Expenditures MoM are down \$9k (or 11%) primarily driven by clinic salaries which are down \$7k (or 25%) from the prior month. Expenditures YTD are increased over September, by \$23k (or +3%). This is driven by higher Shelter Salaries of \$42k (or 113%) and higher Clinic - Vet Expense \$47k, which are partially offset by lower Clinic Salaries of \$70k (or 23%).
 - Net Revenue is -\$12k (\$41k or 77% improved from last month).
7. Investment –J. Bryne, R. Casey
 - Shared investment update as of November.
8. Clinic Report – J. Freeman
 - Completed our 4th feral cat day! That is approximately 100 feral cats spayed or neutered in the city of Hartford!
 - Continue to have some staffing shortages at the clinic (and within the industry more broadly). New skilled technician added to the team to start 11/20.
9. Shelter Report – J. Macrina, C. Green
 - Met with the Newington Animal Control Officer (ACO), Mayor of Wethersfield, Police Captain of Wetherfield and other town officials regarding continued improvements at the Wethersfield Shelter.
10. Program Coordinator Report – K. Rossitto
 - Donor Management
 - Spring Appeal: Funds raised as of 11/15: **\$45,275**
 - Matching Community Cat Campaign: Raised **\$10,655!** Sent story to CT Dog Magazine for their newsworthy story section
 - Year End Campaign: “Not all heroes wear capes” is our theme. ~9k supporters will receive the mailer around Nov. 29th-Dec. 5th. An e-blast will get sent around Dec. 5th.
 - Giving Tuesday: Campaign was created, link provided to social media team
 - Clinic Advising
 - Posted for Clinic Manager role with J. Freeman’s announced retirement.
11. Newsletter – S. Black, R. Casey, C. Green
 - Winter newsletter next! Soliciting feedback from volunteers.
12. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim, A. Jackson, S. Black, C. Green



- No new updates.

13. Roundtable: Other Discussion

- Shelter Manager: S. Gilbert, M. Kelly, and J. Macrina will meet to begin discussing job description.
- Bylaws: Board members to send A. Wilansky information about donations to track compliance with Board expectations.

14. Adjourned 7:28pm