



Prior Meeting Minutes: 2/20/2024

Protectors of Animals, Inc.

Board Meeting

February 20, 2024 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
Christine Green	Abigail Jackson	Mary Kelly	Mel Schneider	Alane Wilansky	J. Colon
X	X	X	X	X	X

Minutes

1. Call to Order 6:39pm
2. Consent Agenda – M. Kelly motioned, J. Bryne seconded, approved.
 - Minutes of the January 16, 2024 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update – J. Macrina
4. Fundraising & Events – S. Gilbert, M. Schneider
 - **Events Team update:** 2nd meeting held on Monday, February 5th.
 - **Gala updates:** Saturday, February 24th @ 6-10pm TPC River Highlands in Cromwell.
 - Sold 131 tickets as of 2/13!
 - ~45 total raffle items between silent and live auctions
 - Secured entertainment for the event
 - Have volunteers to help us work the event
 - Next gala meeting is Wednesday, 2/21
 - **Discuss:** Email is coming to share gala details and auction information.
5. Social Media – M. Kelly
 - Social media continues to be going well!
 - Seeing a lot more content on tik tok which is great. Numbers are up on Instagram.
6. Finance – A. Wilansky, C. Green, R. Casey
 - Financials for January will be distributed when available.
 - After receiving three market quotes for auditors, the Finance Committee and J. Macrina approved continuing with the current auditor.
7. Investment –J. Bryne, R. Casey



- Shared investment update as of 1/31.
 - Scheduled quarterly meeting with investment advisor in February.
8. Clinic Report – J. Colon
- In the process of hiring a part time Office assistant and surgical technician.
 - Working with team to continue to focus on efficiencies.
 - Every Friday, a weekly wrap up email is sent to the staff and Drs to show their stats for the week and to assist with communication.
9. Shelter Report – J. Macrina, C. Green
- Began search to hire Shelter Director.
10. Program Coordinator Report – K. Rossitto
- Donor Management
 - Year End Campaign: Raised **\$83,160** as of 2/12.
 - Gala:
 - Ticket Sales as of 2/12: **\$13,625** – donations **\$395**
 - Sponsorship Totals as of 2/12: **\$2,150**
 - Set up auctions, e-blasts, and meetings to facilitate.
 - Clinic Advising
 - Added C. Green to Clinic Subcommittee.
 - Shelter Advising
 - Updated our account on Candid and received our new seal platinum of transparency and formed hiring committee for Shelter Director.
 - Statistics
 - Continue to have inconsistencies with dog stats (hoping to resolve with ShelterLuv). Organizational Summary has been updated
 - Grant
 - Applied for the Donor Advised Funding at the Hartford Foundation for Public Giving.
11. Newsletter – S. Black, R. Casey, C. Green
- Winter newsletter next! ETA: February.
12. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Jackson, S. Black, C. Green
- Lauren Costello-Ekmekjian has agreed to zoom meetings with us to discuss a Capital Campaign and provide her expertise.
13. Roundtable: Town Hall – R. Casey
- **Discuss:** Decided on annual cadence for Town Halls for volunteers to share accomplishments for the year. Next Town Hall will be in late 2024.
14. Adjourned 7:40pm