



## Prior Meeting Minutes: 1/16/2024

### Protectors of Animals, Inc.

Board Meeting

January 16, 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	
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 December 19, 2023 Board of Directors Meeting – Attached
  - Clinic Report – Attached
  - Donation Report – Attached
3. Business Update – J. Macrina
  - J. Colon joined to introduce herself as our new Clinic Manager. She will be starting later in January.
  - J. Macrina began setting up a Shelter Manager hiring committee, which will include representation from volunteers and Board members.
4. Fundraising & Events – S. Gilbert, M. Schneider
  - **Events Team update:** 1st meeting held on Thursday, January 11th, next meeting will be on Monday, February 5th.
  - **Gala updates:** Saturday, February 24th @ 6-10pm TPC River Highlands in Cromwell.
  - **Discuss:** Approved \$500 purchase for auction item software including switching our payment processing through Network for Good to Stripe.
5. Social Media – M. Kelly
  - The volunteers have really been responsive and have been providing really good and creative content, including lots of reels and stories in instagram.
  - Social media posts about hard to place cats have been effective in finding homes for some of our shy cats.
  - We are still getting a ton of spam and phishing attempts.
  - Plan to have a team meeting in January or February.
6. Finance – A. Wilansky, C. Green, R. Casey



- P&L: Full Year 2023
    - Full year Revenue is \$62k higher than 2022 primarily due to investment activity. General donations are down \$50k (16%) partially offset by fund raisers up \$25k (42%). Clinic services are down \$55k (10%).
    - Full year Expenditures are up \$25k (or 2%) primarily driven by shelter salaries up \$49k (100%), overall shelter non personnel expenses up roughly \$30k (\$6k increase in pet food costs), TNR supplies and expense up \$17k and insurance is up \$5.9k (120%) over 2022. These expenses are partially offset by clinic non personnel expenses down by roughly \$20k.
    - Net Revenue is \$87k (\$40k or 84% higher than 2022).
  - Statement of Financial Position: Dec 2023
    - Total Liabilities and Equity through December are at \$1.252 million, up \$94.5k from November.
7. Investment –J. Bryne, R. Casey
- Shared investment update as of 12/31.
  - Scheduling quarterly meeting with investment advisor in January or February.
8. Clinic Report – J. Freeman
- J. Colon has been hired at new Clinic Manager, starting later in January.
9. Shelter Report – J. Macrina, C. Green
- Exploring a process to better receive donations to a particular shelter.
10. Program Coordinator Report – K. Rossitto
- Donor Management
    - Year End Campaign: Raised **\$62,817** as of 1/11.
    - Created links for gala (e.g., tickets).
  - Clinic Advising
    - Recommend a new committee to help with clinic operations.
  - Shelter Advising
    - Recommend a committee so we can begin scheduling interviews for Shelter Manager.
11. Newsletter – S. Black, R. Casey, C. Green
- Winter newsletter next! ETA: February.
  - Feedback from volunteers: interest in information about past adoptions and broader POA initiatives (e.g., fundraisers, initiatives).
12. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim, A. Jackson, S. Black, C. Green
- No new updates.
13. Adjourned 8:21pm