



Prior Meeting Minutes: 3/19/2024

Protectors of Animals, Inc.

Board Meeting

March 19, 2024 at 6:30 p.m.

Attendance (X = in attendance)

Board					Advisors
Jody Macrina	Rachel Casey	Alane Wilansky	Jim Byrne	Susan Gilbert	Kelly Rossitto
X	X		X	X	X
Christine Green	Abigail Jackson	Mary Kelly	Mel Schneider		J. Colon
X		X	X		X

Minutes

1. Call to Order 6:33pm
2. Consent Agenda – M. Kelly motioned, J. Bryne seconded, approved.
 - Minutes of the February 20, 2024 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update – J. Macrina
 - S. Black has resigned from the Board.
 - Lauren Costello-Ekmekjian joined to introduce herself to the Board before advising on the capital campaign initiative. Four pillars for a capital campaign: 1) Case of support (video or brochure that outlines the future of POA with philanthropic support empowering us); 2) Group of leaders to focus on campaign; 3) Current donors and who would be support for campaign to build a prospect list; 4) Execution plan for the fundraising. Recommend bringing a draft plan to select donors to get feedback. Solicit volunteers to help with the campaign.
 - Wet Lab (training for high volume spay & neuter) in Stratford is coming together nicely for April 13th.
 - J. Macrina is going to meet with Novis Insights on Friday to continue engagement.
4. Fundraising & Events – S. Gilbert, M. Schneider
 - **Events Team update:** 3rd meeting scheduled for Thursday, March 21st
 - **Gala updates:** Raised over \$30k!
 - Pending distribution of thank yous and survey for feedback
 - Working to deliver silent auction items to winners not in attendance
 - **Discuss:** Board shared feedback on the gala and opportunities for next year!
5. Social Media – M. Kelly
 - Social media continues to be going well!



- Pending scheduling of a team meeting.
6. Finance – A. Wilansky, C. Green, R. Casey
- Audit preparation activities will begin within the next month with auditor.
 - P&L: YTD 2024
 - YTD Revenue is higher than 2023 YTD by \$112k (or +59%) due to Clinic Services being up \$70k or 94% and General Donations up \$27k or 44%.
 - YTD Expenditures are higher than 2023 YTD by \$22k (or 13%) largely due to Clinic Salaries by \$11k (or 23%), Vet Expenses up \$8k (or 40%), TNR expenses +\$3k, and Non Personnel expenses which are up for both the shelters and clinic roughly \$13k. This is partially offset by reductions in Clinic Contract Services down \$6k (or 92%).
 - Net Revenue is +\$91k over the same time frame in 2023.
7. Investment –J. Bryne, R. Casey
- Shared investment update as of 2/21.
 - Quarterly meeting with investment advisor held on 2/23.
 - **Discuss:** Investment and Finance Committee will meet before the April meeting to discuss cash needs. Please note: R. Casey has a conflict of interest and will recuse herself from any discussions about specific investment recommendations.
8. Clinic Report – J. Colon
- Hired a part time office assistant for Tuesday and Wednesdays.
 - Hired a 4th person to complete our team in the back as Surgical Veterinary Assistant.
 - 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
- Met with Wethersfield’s new mayor to discuss improvements. Mayor Lessor mentioned a plan in place to partner with Newington or Glastonbury. Pending another meeting with the town manager to get more information.
 - **Discuss:** Events Committee will discuss volunteer appreciation picnic and will report back at April Board meeting.
10. Program Coordinator Report – K. Rossitto
- Donor Management
 - Year End Campaign: Raised **\$88,619** as of 3/14.
 - Gala as of 3/14:
 - Ticket Sales: \$22,595
 - Auction: \$20,573
 - Sponsorships: \$4,390
 - Total: **\$47,558**
 - Plus “in-kind” donations and potential Corporate matching.
 - Jax’s Dental fundraiser: Raised **\$990** as of 3/14.



- Clinic Advising
 - J. Colon is doing great! Fully staffed with vets filling all surgery days!
- Shelter Advising
 - Actively interviewing for Shelter Director by Hiring Committee with several candidates!
 - **Discuss:** Hiring Committee for Shelter Director is going very well! Have some great candidates. Will continue with interviewing. Another meeting on March 27th.
- 11. Newsletter –R. Casey, C. Green
 - With S. Black's resignation, transferring account used to distribute the newsletter.
- 12. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Jackson, C. Green
 - **Discuss:** Committee will look to meet to further discuss scope/objectives.
- 13. Roundtable: April Board meeting – J. Macrina
 - **Discuss:** April Board meeting will be in person at The Charles. Request that the Board think about skillset to add to the Board. Ideally, would like to add three new members.
- 14. Adjourned 8:23pm