



Prior Meeting Minutes: 5/20/2025

Protectors of Animals, Inc.

Board Meeting

May 20, 2025 at 6:30 p.m.

Attendance (X = in attendance)

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

Minutes

1. Call to Order 6:44pm

2. Consent Agenda – M. Kelly motioned, S. Gilbert seconded, J. Byrne abstained, approved.
 - Minutes of the April 15, 2024 Board of Directors Meeting – Attached
 - Minutes of the May 4, 2024 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached

3. Business Update – J. Macrina
 - A. Wilansky has resigned from Board and Treasurer given her temporary position as a POA staff member.
 - Quality of Life Committee and vet recommendations being developed
 - Jody met with Novus
 - i. \$175/month for the phone system
 - Jody met with Liz re: the volunteer retention issues
 - i. Conflict resolution goes to Team Leaders
 - ii. Filtering the volunteer interests and follow up plan for better retention
 - iii. May need to consider a paid volunteer management position
 - Kelly asked whether the Board wants to transition from Zoom to Microsoft Teams
 - i. help@novus.com
 - S. Black to present on the website, potentially in June 2025.
 - i. Hasn't been redesigned since ~2016

4. Clinic Report – J. Colon
 - Completed first Stand up for pit day!



- Completed feral day on April 29th with 30 ferals done.
 - New vet will start to take 2 days a week for us.
5. Shelter Report – J. Macrina, A. Wilansky, C. Green
- No new updates.
6. Program Coordinator Report – K. Rossitto
- Donor Management
 - Spring Appeal: Cheers to 50 years: Total Raised as of 5/9: **\$15,991**
 - Sully’s Surgery as of 5/9: **\$4,095**
 - Extreme Music Squares as of 5/9: **\$2,055**
 - Other
 - Assisted with some administrative processes related to updates to the volunteer handbook/website, emails, and Zoom to Teams transition
7. Fundraising & Events – M. Schneider
- **NEW! Sat. May 10:** Music Bingo for POA, Lyman Orchards, 70 Lyman Street, Middlefield
 - **Fri. May 23rd:** POAs Annual Kitten Shower, Hops on the Hill, 275 Dug Road, South Glastonbury, 4-8pm
 - **Mon. May 26th:** East Hartford Memorial Day Parade, Hops on the Hill, 9 Riverside Drive, East Hartford, 10am (parade start time)
 - **NEW TBD:** FUNdrive with Savers, 432 Buckland Hills Drive, Manchester
8. Social Media – M. Kelly
- We hit 24,000 followers on facebook, in part due to a post that had over 327,000 views! Instagram continues to do amazing work especially with promoting longer stay cats and dogs.
 - The Golden Passport Program (where we sponsored the adoption fees for 10 of our longer stay cats) has helped in getting 9 of those cats adopted!
9. Finance – A. Wilansky, C. Green, R. Casey
- Audit is in progress.
 - P&L: YTD 2025 vs. YTD 2024
 - YTD Revenue is down by \$82k (or -16%).
 - Higher revenue items:
 - General donations are higher by \$17k (or +12%).
 - Lower revenue items:
 - Clinic Services are lower by \$77k (or -28%).
 - Unrealized Gain/(Loss) is lower by \$11k.
 - Grants are lower by \$8k (or -94%)
 - YTD Expenditures are higher by \$49k (or 11%).
 - Higher expense items:
 - Fundraising/Food is higher by \$17k (or 104%)



- TNR expenses are higher by \$15k (or 241%)
- Shelter Non Vet Supplies are higher by \$13k (or +353%)
 - Lower expense items:
 - Vet expenses -\$29k (or -36%)
- Overall YTD Net Revenue is down \$133k or -151%.

10. Investment – J. Byrne, R. Casey

- Pending quarterly report as of 6/30.

11. Newsletter – R. Casey, C. Green, K. Rossitto

- Spring newsletter was sent!

12. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Jackson, C. Green

- No new updates

13. Roundtable: Culture & Conflict Resolution – C. Green, J. Byrne, S. Gilbert, A. Wilansky

- No new updates

14. Roundtable: Performance Review Process – S. Gilbert

- No new updates

15. Roundtable: Board Scope – A. Wilansky, M. Kelly

- No new updates

16. Roundtable: POA Structure – A. Wilansky, M. Kelly, C. Green, J. Macrina

- Volunteer Leads structure will be formalized soon adding “Senior Leads”
- The organization Approval process under review re: who has authority for decision-making
- How do we minimize the time the Board utilizes on decision-making?
 - i. Goal: create a chart with categories of decisions and the assigned party
 - 1. Guidelines for Shelter Manager vs. Board decision responsibility
- Kelly and Jody to brainstorm guidelines for the decision-making criteria

17. Roundtable: Other Strategy Takeaways – A. Wilansky, J. Marcina, J. Byrne, R. Casey

- **Discuss:** Grant writing
 - The resources for grants are shrinking
 - Kelly is willing to continue to manage the grant writing process for POA
 - i. How would a new grant writer find new or different grants?
 - Kelly will communicate the POA grant process in more detail in Board reports
 - The Board would like to meet with an animal welfare specialists, if possible
 - J. Byrne will look into this
 - Board also wants to connect with Lauren Fox, grant writer introduced by R. Casey



- Jody suggests drafting an all-call to the POA volunteers for Board members that have a connection with corporate sponsorships
 - Craft and include POA's goal?
 - Utilize "Leaders on Board" through Leadership Greater Hartford
 - Jody to connect with: Pria Morgenstern

18. Adjourned 7:53 pm