

## May 2023 Minutes of Animal Companions of Las Cruces Quarterly Meeting May 15, 2023, via Zoom

Attendees: Dawn Duncan, chair; Miguel Márquez, treasurer; Cherri Hudson-Brown, secretary; Julie Basile, director; Linda Mandel, director; Connie Chapman; Carrie Greer; Dara Parker; Debbie Watkins. Candis Stern logged on near the very end of meeting. Absent: Nancy Sharp, vice chair.  
Special guest: Dana Jorgensen, Shine Marketing.

Dawn went over our Mission Statement, which is how we begin every general meeting.

**Grants, Upcoming Events**---Dawn said we applied for a \$100,000 grant from the Carroll Petrie Foundation but received \$25,000. She said this is still good news because it can open doors for other grants.

This is our first big grant, and we're only a year and a half old organization. The money will go toward veterinarian recruitment and for educational videos which will highlight Las Cruces and cover local topics such as snake bites, parvo, healthy weight. The videos will be shown on our You Tube Channel, web site and at local events. The media company, NMCO, is footing half the bill because all 17 staff members have pets and believe in our mission.

**Blue Moon Fundraiser**---Dana Jorgensen, Shine Marketing, does marketing for Blue Moon Bar and Grill. She spoke about our potential fundraiser for August.

- The Blue Moon will donate their space, and it will be a closed function. There will be a cornhole tournament. The entry fee will be **\$80 per cornhole team**. Blue Moon will take 25 percent of that to help pay for **prizes for tournament winners**.
- The event will also include a **silent auction of original arts and crafts**, and there will be an artist Dana recommends doing in person art which will be given away at the end. The **entry fee will be \$20 for people who aren't participating in the tourney**, but who will have a chance to look at the silent auction and **includes a raffle ticket for the art being produced in person**. Dawn said that we would have silent auction items we already have plus additional donations from our artists. Dawn said she will ask our artists who support us to donate one item and the artists can leave their business cards, take commissions for work.
- Food could be catered by Blue Moon or brought in by another donating restaurant. **We need to see if someone would donate money for Blue Moon catering or provide food.**

### **Update on Website and Donations, Governance Documents:**

- **Result of Southern New Mexico Giving Day**---Miguel said 2023 donations were up 37 percent and numbers of donors increased by 41 percent. 2022 we received \$1,645 (including \$500 matching from CFSN) With 14 donors. This year we received \$4,428.50 (including \$500 matching from CFSN) from 34 donors.
- **Donations to Date**---We have received \$71, 742.50 in our account with CFSNM. There have been 165 individual donors, but many have donated multiple times. One does monthly giving. The first donation to our group was 2/3/22. So far in 2023 we have received \$9,441.07 in donations from, 27 donors. This includes Southern New Mexico Giving Day amounts.

**Miguel has indicated that he will not run for another term on the board. His term as treasurer will end the end of December 2023. He would like to find someone to volunteer as treasurer so he could**

**start the process of teaching that person how to do the job.** Miguel did say as a volunteer he would continue to be our web page/social media master.

**Changes to web site:**

- Las Cruces Veterinarians page, four additions, one update
- Media and Events---Interview on March 20 with Miguel and Dayana Villarreal of Telemundo
- Vet jobs page---additional openings in Deming, Alamogordo, and Arena Valley (near Silver City) and Jornada Vet Clinic, plus externship at Jornada Veterinary Clinic. Posted there is a neurologist at emergency vet clinic in El Paso. Dawn said the job postings are good because they show we have veterinary jobs in the area and a need for more veterinarians.
- Educational Videos---We have seven on our web page.

**Policies and Procedures Manual**---The board is working on a draft for policies and procedures. The draft is 63 pages. Board is getting through about 10 pages at a time during board meetings. Dawn said she hopes we get the manual down to 30 pages.

**Volunteers**---Linda said that anyone willing to volunteer should go to our website and fill out a form. Volunteers can help with our annual fundraiser, help with the Keep Las Cruces Beautiful monthly clean up at Maag Field Park or help with contacting veterinary clinics quarterly to see if they have updates on job openings. Volunteers could establish a relationship with a key person at a clinic and bring (human) treats quarterly. People can bring rack cards and magnets to clinics and dog obedience classes, Miguel suggested. Julie recommended a donation jar at clinics, but there were concerns. Dawn was in favor of a donation jar at the Blue Moon fundraiser like the one we had the fundraiser at the Fountain Theatre.

**AVMA Convention**---Dawn, Julie and Candis Stern will attend the American Veterinary Medical Association convention in mid-July in Denver. We have a table. We'll be promoting Las Cruces and our region and try to recruit people to come here as veterinarians.

**Summer Intern**--Once again we'll have a summer intern who will be working out of the Community Foundation of Southern New Mexico (CFSNM) office.

**CFSNM**---We applied for and were approved to be under the fiscal umbrella of the Foundation for another year. It will continue being a resource for information and help us build up our coffers for when we're totally independent and need to pay for professional services such as audits and more insurance.

**Job Fairs**---We are participating in October with a job fair at Midwestern University's veterinary school in Arizona. We will also be participating in job fairs at Iowa State and Texas A & M. We plan to expand our outreach regionally.

Dawn ended the meeting by thanking the board for coming through during the month she and her husband were traveling and were later dealing with health issues.

<https://youtu.be/nSKSje-9AX4-->