

Humane Society for Inland Mendocino County
9700 Uva Drive, Redwood Valley, CA. 95470
Minutes for March 16th, 2021
Board of Directors Meeting via Zoom

1. Roll Call @ 6:17pm
Kether, Mac, Becca, Jenny, Holly, Julie, Tracey, Robin, Lyra
2. Approval of Agenda
** Mac approves, Holly will second
3. Approval of the minutes from Feb. 2021
 - A. As amended to include
 - a) Update to include E. Election Committee “Holly is not present to accept the nomination”
 - b) Update to resay F. Newsletter “Suzanne recommends we listen to Shelter Success Simplified, a free podcast”

** Tracey approved, Mac seconds
4. Construction updates – Tracey
 - A. We had Hernandez Elec out today, they worked most of the day replacing the Elec Subpanel in the Cattery. They will give us a hard bid for the main service panels and a couple other items such as powering the back kennels
 - B. Completed our portion of the kennel roof, the beam is up so we are ready for the roofers
 - C. Had a nice walk around with Paul Shimmins, as soon as we can give him some hard numbers. He is also for sure taking care of the \$10K electric for Hernandez Elec; he has room for a little more.
 - D. Asked if Austin Pets was coming still, we are sure they are not coming in march as Planned because of their weather.
 - E. Jenny has been in contact with Darleen, we have a tentative date of March 20 but they are waiting for the steel delivery
 - F. On a side note, during our printer assessment, we were informed the 2 sheds we put up between the Dog Office and the Cattery is now blocking the signal for the internet
5. Treasurer report – Jenny
 - A. Kether, we had a finance meeting, and jenny has some great reports put together and the LPL statement
 - B. We were are seeing increase, we were at 1,003,259 and our current statement is at 1,024,819
 - a) YTD Income \$125,112
 - b) YTD Expenses \$105,756
 - c) Network for good check \$5,844.00
 - d) Paypal \$894.86
 - e) Checking \$183,812
 - f) LPL Investment \$1,024,819

- C. We did have a slight over look last month, and the Shady Brady check was split, what we received is all we will receive. With that said, we will run a deficit this year of \$40K which we will work to make up through fundraising
 - a) Our vet expenses is really high, we are at \$19K now, Kether asked if Jenny knows how much we have raised in comparison to how much we have spend, Jenny is hoping to track that, but is just hasn't had the time.
 - D. We are in Mid March and at \$30K for Vet expenses. We will need to try a little more aggressively to raise money for specific veterinarian costs.
 - E. Clover device, charges a 3.5% fee; we received a promotional email that we could ask the customer to pay the fee, instead of HSIMC being charged for it. Jenny didn't see where it was an option for each person but a "HSIMC charge" or "Customer charge" We are charged the least amount for a debit charge. Higher fees for Discover and Amex, Midrange is Visa/Mastercard and the least charge for is the Debit.
6. Shelter Report Stats: 116 animals in our Care, 66 cats and 50 dogs
- A. Cats
 - a. Intake 32
 - b. Adoptions 36
 - c. RTO 3
 - B. Dogs
 - a. Intake 26
 - b. Adoptions 34
 - c. RTO 3
7. Becca Update
- A. Checkers update – he is back in the hospital, his Valley Fever test came back negative, Becca is in contact with Pima shelter, but it's looking like a guarded prognosis. Wasson has been in close connection with Becca,
 - B. Bergen has been on site on Fridays, this has been a jolt of good energy.
 - C. Cupid – for closed session.
 - D. While working with Checkers through Wasson, they reached out with an FLIV+ cat, Becca shared with Wasson that we were creating these cute cottages for FLIV+ cats; so we will be getting a cute little orange cat.
8. Public Input
- A. Robyn; couldn't find the Tspring website until she was on the Zoom call, and found that it was very buried from a post back in February.

NEW BUSINESS

- A. Updates from Administrative Director, Jenny
- B. Printing - Update (Julie/ Jenny)

- a. Steve from Ray Morgan company has been coming on site for the last couple weeks. He provided this really nice powerpoint presentation. Jenny provided a lot of information for the analysis, going with this company and having two printers, one in the cattery and one in the dog office with a 48 month contract, paying \$279 per month. Even with this monthly charge, he estimated we would still be saving almost \$2K. He looked over our AT&T phone bill, and we are paying \$380 for our phone line and our fax line. We rarely get faxes and only send one fax for our monthly Science Diet order. The printer would be set up to email what we would essentially fax. And turn the fax line in to a second phone line.
 - b. Tracey asked if that is something we will vote on, Kether said this would have to go out in email for official business.
- C. "Portraits for Pets" start date is Friday April 16th.
- a. Fundraiser committee meetings have been Every Thursday to Every other Thursday. Jenny and Kether did a training today, the exciting news is we will be able to utilize DonorView for Portraits for Pets. While people pay using DonorView, they can upload their photo as well. We will have a real time indicator for fundraising (a thermometer showing how much we've raised).
- If you want to be involved, please join our Fundraising meeting.

UNFINISHED BUSINESS

- D. Car donation
- a. Jenny has one more piece of information to send to the company, and she has Susan's information. Susan is Ok to give us a few extra weeks to sort out our end.
- E. Curry's Furniture, Furry Friends Furniture Fundraiser
- Online auction format, auction reg. opens Monday March 22
 - Auction goes live Fri. March 26th.

If you want to be involved, please join our Fundraising meeting. On Monday Registration will be live on FB, the form will not be live ahead of time. Willits Weekly has a print spot coming out Friday. Jim Mayfield has a radio ad coming out and will hit the radio aggressively for us starting March 16, we have not heard back from UDJ Question for the Board/Public, do we want to request a registration fee or let them register – Holly thinks it is best to not have a registration fee. Tracey agrees, we want to let people see what we have, keep it simple, keep it straight forward and entice the people to want to join. Mac agrees, we don't want to make people pay to view the items.

The way it is currently set up, , no registration fee, and we included discounted raffle tickets to our "Potty Party Puppy Raffle"

Becca asked since this is coming up, should we be doing a post everyday? Jaime created a flyer for us, and will help with Social Media 😊

Holly asked if we could open this early, on Friday instead of Monday, and Robin suggested that be a good idea. Kether will look in to magically internally open the registration process Friday

We might potentially need some phone assistance this week, we should coordinate with Jenny to help field phone calls. Jenny said one of the phones died today, so we are down

to 2 phone. Jenny said they can direct people to the website. Becca requested the email be listed. Another place we could use help is where Jaime and Kether will be at Sparetime from 1-3pm Saturday March 27 for pickup at Sparetime to help get the winning bidder their items.

F. Update committee

(New) election committee: Holly? Holly accepts and is very excited about it! 😊

G. Newsletter: Last call for feedback before Q1 newsletter is sent out.

- a. Huge thank you to Peggy for formatting this Newsletter, Big Thank you to Julie as well and Jaime for the Fundraiser Flyer

Announcements

Upcoming meetings:

- Fundraising Committee meeting, Thurs. 3/18 @7pm via Zoom
- Finance Committee meeting, Thurs 4/15 @6p via Zoom
- Our next Board meeting is our regularly scheduled monthly meeting, 3rd Tuesday of the month, Tuesday 4/20 @ 6pm via Zoom

Thank you *OpenAccessCapital.com* for sponsoring our Zoom account.

ADJOURNMENT @ 7:24