

**HSIMC BOARD OF DIRECTORS MINUTES
AUGUST 16, 2022**

If you can't adopt a pet, adopt a shelter

Meeting called to order 6:20pm

In attendance: Joe Hurlbut, Tracey McNamara, Junanne Hayes-Reed, John King, Rhonda Hurlbut, Jenny Hanzlik, Holly Bennett, Teresa King

On Zoom: Jaime Wilkes, Suzanne Coffman

Absent: Julie Dauer, Kether Sprague, Robin Ingram, Becca Edwards

Junanne made motion to approve tonight's agenda, Holly 2nd the motion.

Junanne made motion to approve July 19th BOD minutes, Holly 2nd the motion.

No public input

Construction Updates – Tracey and John

Tracey and Alex completed the roof over the cat cleaning station.

Tracey does not have update on the drainage project.

PG&E inspection is happening August 30. John will be out of town and Tracey to manage inspection. Tracey and John had offline discussion about expectations of PG&E.

HSIMC has received a donation of vinyl flooring from Healdsburg Floor Coverings which should cover all of the cattery and the front office. Estimated labor is \$8,000.00 which we hope to get a discount on. All agreed to use the vendor's approved subcontractors in the event that there are any issues with the install. Requests for donations to offset labor are already in progress.

Financials Updates – Joe and John

Due to a late deposit, it appeared that we had a deficit of \$75K, but with the deposit it is closer to approximately \$55K. We are operating at a \$7K - \$8K deficit each month and need to figure out how to reduce expenses or increase donations.

We are the recipients of a partial estate in the amount of \$51K from the Cahill of Lake County estate. We are hoping to receive the check in October.

We need to reduce our variable expenses to get back in line with our monthly donations. In prior years, we were averaging intake of 80 animals per month. Now our intake is closer to 110 animals per month. With current rate of donations, to balance our monthly budget, we would need to cap our animal intake at 80 per month. No one wants to do that, so we need to increase donations! By early September, our checking account will be close to zero. We need a cash infusion.

There is an account within our LPL (Baroda / Citibank) with a current balance of \$22,414, which is not producing any interest. John proposes to move that money into our reserve account to offset the potential deficit and serve as a buffer. **Holly made a motion to move \$22,414.00 out of LPL and into the reserve account. Junanne 2nd the motion. All in attendance approved.**

When estate payment is received, any monies used out of the reserve account will be replenished.

Discussion on compensating employees for attending after hours / days off meetings. Joe didn't want to see employees just attending the meetings to receive overtime compensation. Holly was concerned about past experiences with this issue. John felt at least the Administrative Director (Jenny Hanzlik) and the department heads (Becca Edwards and Suzanne Coffman) should be strongly encouraged to attend and participate in

board meetings and will be compensated. **Motion to approve: Junanne, 2nd by Tracey, Ayes – all attendees.**

Shelter report – no updates

New Business

Administrative Director - Jenny presented updated phone tree document for possible evacuations. Jenny, Becca and Alex will be the primary employees to initiate the phone tree in case of an emergency evacuation. Holly will take on responsibility to notify vet, animal control and fairgrounds for assistance.

Jenny will send soft copies to all board members.

Fundraising committee – Due to the heat and Robin being away, fundraising committee meeting was postponed.

Junanne took lead on **Kritter Karnival**. Awaiting updates from Robin. Need more donations for silent auction. Received suggestions from Mary Miller on open issues.

All agreed that we want to raise a significant amount of money so we will charge the following for luncheon items, which will include sandwich, salad, non-alcoholic drink and cookie:

Pulled pork - \$8

Veggie burger - \$5

Hot dog \$5

Rhonda offered to print the silent auction bid sheets with support from rest of committee. **Action Item: we'd like to get .jpg file of KK poster cartoon animals from Patsy.**

Holly texted Robin on update from fire station on tables and chairs and firetruck at event. Robin will confirm and update us.

Open issue still on parking attendants. Most board felt that at the last KK, CCC was not up to the job. Scout group? 4H group? Or assign volunteers to 1 hour parking control.

All ticket sales will be at one location so no one else will be required to handle cash. 1 ticket = \$1 dollar.

Multiple tickets may be required for purchases.

Not sure if Mary has secured a petting zoo. Attendees thought we had agreed to no petting zoo, but if it has been secured, will proceed.

Teresa is laminating KK posters. Mary to pick up and start distribution.

Per Tracey's conversation with band, Chicka Boom is just below maximum load on our electrical breaker near the bandstand and does not want to be attached to a generator. **We will need to make sure that no other electrical appliances are connected to that breaker.**

Fundraising team needs to do a walk thru of the KK layout of various stations. Will do at next fundraising meeting (date / time TBD).

Junanne needs to apply for county alcohol permit. Needs final map and will estimate attendance at 250 ppl.

Bissell Pet Foundation Empty the Shelters – Very successful event. 31 cats and 19 dogs were adopted during the 10 days of the event. Adoption fees were reduced to \$25 for cats and \$50 for dogs. We will receive like reimbursements from Bissell. Also, will receive \$50 each from Bissell for three dogs transferred in from county animal control.

This ensued with a discussion on the merits of lower adoption fees in order to stimulate activity. It was agreed that at the shelter director's discretion a discounted adoption event could occur quarterly, as long as proper time was allowed for publicizing the event.

Hopland Tap, Saturday, August 14th, Teresa and three volunteers with one adult dog and two puppies – Approximately \$230 in raffle money.

Redwood Valley Farmers' Market, Sunday, August 15th Teresa and John with table top display. There to raise awareness. Approximately \$70 in donations using the wheel of fortune.

We should attend this Farmers market once per month and should consider attending the Ukiah and Willits markets on the alternate weeks. Agreed to have discussion on this subject in subsequent BOD meetings

Corporate Memberships – John wants to move forward with presenting to community businesses on memberships, but feels that we have too many categories that don't have differentiation. We will reduce categories to two – **Platinum (\$3,500 annual fee) and Diamond (\$5,000 annual fee)**. **Joe made a motion to adopt the platinum and diamond categories with more business recognitions added. All attendees agreed.**

Reviewed the results of the focus rankings with the following rated as the top 3

1. Grants
2. Volunteer pool
3. Recognition

In the next BOD we will form 3 teams to address these items, each group will be responsible for making recommendations to the board on how they will proceed with addressing these topics.

Recommendations to reach out to new and past business donors

1. Willati
2. NorCal paving

Discussion on Line of Credit.

John raised the issue of applying for a \$100,000 line of credit. Would cost \$500 in fees to open the LOC. Jenny and Holly had reservations about having that as a liability. John and Joe explained it as an insurance policy. If we had the need, the money is there. If we don't use it, there is no additional cost to us. The LOC would be open for a minimum of three years and a maximum of 10 years. **Junanne made a motion to approve applying for a \$100,000 line of credit. Tracey 2nd the motion. Motion passed unanimously.**

Meeting was adjourned at 8:33pm