

Humane Society for Inland Mendocino County
9700 Uva Drive, Redwood Valley, CA. 95470
Minutes for June 15th, 2021
By Secretary Juile Dauer
Board of Directors Meeting via Zoom

1. Roll Call @ 6:10pm
Kether Sprague, Julie Dauer, Suzanne Coffman, Joe Hurlbut, Robin Ingram Lyra, Holly Bennett, Jennifer Adair, Rhonda Hurlbut, Jenny Hanzlik, Becca Edwards, Mac McAllister, Mary Miller.
Excused Absences– Tracey, Jaime Wilkes
2. Approval of Agenda – Jennifer approves, Rhonda seconds
3. Approval of the minutes from May 18, 2021 – Fix “Folwer” not Flower. Mac approves as corrected, Joe seconds
4. Construction updates – Tracey – N/A
5. Treasurer report – Joe
Looking at where we are budgeted for revenue through end of May, we are doing pretty good, at \$234,000 in revenue, budgeted at \$275,000 – so we are under but with dividends we will be about \$20K short of our revenue.
Expenditures we have a total of \$193k, just under \$40K on expenses with about \$20K of dividends to put in. Expenditures are a total of \$193,000 versus a budget of \$233,000, we are just a little under on expenses. So, looking at the Final picture we are looking at a positive of \$61K in revenue.
Big picture is we are doing OK, really good actually 😊 any specific issues, please ask
\$167,213 checking
\$11,765 pending deposit
\$5,261 upcoming Network for good check
\$741 Paypal
\$1,098,088 in LPL account
6. Shelter Report Stats May 2021:
Intake 105 animals
Adopted 45
Total in care count currently is 227
In Foster care 115
Cats –
Intake 85 , 67 were under 6months
Adopted 25
173 total in care, 85 in foster
Dogs –
Intake 20
Adopted 20
54 total in care, 30 in foster

7. Public Input

No Public input

NEW BUSINESS

A. Updates from Administrative Director, Jenny

- a. When Monica was here, she did a lot of maintenance work, Jenny doesn't have the time to do this, we have been getting volunteers to do the mowing and weed eating done, but there is too much to go around. Jenny is requesting we hire a maintenance person. Tracey and her crew also don't have the time as we have other more important things they need to focus on. Jenny has looked at adding \$33K to the budget for a FT 40-hour position per year, or 32-hours at \$27K including payroll taxes to the annual budget. There are a lot of little things that need attention and having a maintenance person on site would be beneficial.
 - i. Joe asks if we have enough to keep a PT person busy all the time with enough maintenance. Joe is thinking it might be nice to have a versatile person not afraid to roll up their sleeves in any situation that can help in all areas if needed as well as the maintenance person.
 - ii. Jenny will send email out
- b. Jenny was approached by a Real Estate company looking to participate in our membership program and in return have their logo on our website. Jenny was thinking the sustaining membership program. Membership program we voted at beginning of the year was Phase 1 with no current business membership program. Phase 2 will have the business memberships brought back. Looking to have discussion about this to have a response to the Real Estate company.
 - i. Kether said the membership program created at the end of last year didn't include the business side of things. We need to figure out what would a business get for their membership? This company wants their logo on our website. We need to discuss what the business gets for advertising and at what cost. What do we charge for website sponsorship and what does the business get in return?
 - ii. Jenny said we had 1,056 people visit our website in the month of April
 - iii. Suzanne asked if we could look in to other websites to see how they are doing it as a guide.
 - iv. This item of business is still up for discussion and will need more research before proposing a vote

B. Shelter needs?

- a. A lot of electrical work is being done right now, so Kether added this agenda item as an open-ended discussion. We need to open up discussion to figure out what our 5-year plan is and if we have outgrown our space? Do we need to look at other space or locations?

- b. Jenny's recommendation is moving toward a new facility in the upper field. This would include visiting other shelters to learn the dos/don't and love/hates. Jenny said if we could do a complete renovation to the current building but the building will never be what we need. It's been chop-shopped together.
 - c. Kether said the report she received from Holly and Tracey is that previous persons have put band aids on things for so long that it is now catastrophic. Entertaining the idea of temporarily vacating the cattery with ideas of rebuilding and moving cats out of that building.
 - d. We need to have some serious long-term conversations and what things look like for the organization
 - e. Jenny doesn't think we are in any "emergency - move-out" of the cattery situation yet. We are still waiting on the electricians to come out and give us an overview of everything needing to still be done. We also have two donors helping pay for the electrical work. Hoping between the two donors we can get the electrical paid for.
- C. Raffle ticket sales for Paw-ty Party
- a. Mac is selling tickets, sold 96 today and has one more day set up for Thursday.
 - b. Kether and Sona have been at Rainbow Ag in Ukiah – 150 tickets sold to date; Jenny has the cash. Wed/Fri/Sat up through June 25 11-1
 - c. Jaime has offered Sparetime as a site to sell tickets; we just don't have a volunteer to sit at the site to sell
- D. Kritter Karnival is scheduled for Sunday Sept. 12, 2021, 11a-3pm - Mary Miller is Committee Chair, special committee for Kritter Karnival. Proposed committee meeting Thursday, June 17th. Live band booked, "ChickaBoom".
- a. Mary said SurfPro, the old bounce house company we had used was purchased by a new company and doesn't currently a bounce house, IF they get a new bounce house, they have us down for the date, if they do not Mary's not sure where we will get a bounce house from; Mary reserved the dunk tank for \$350, Joe requests we move the dunk tank so people cannot walk behind and get hit by flying balls;
 - i. Mary would like to form a Kritter Karnival team that meets separately from the fundraising team, in person and would like most board members to be there since they will all have parts that day. Mary would also like to meet during the day.
 - ii. First meeting will be Monday June 21 at 10am in person
 - iii. Mary thought the food went well last year and she would do it again that way and just raise the prices
 - iv. Robyn thought we should have a taco truck; but if we aren't charging for the activities, we shouldn't have a taco truck otherwise HSIMC won't make any money. A lot of people seem to want the free activities so we will have to charge for the food; so a taco truck wouldn't work
 - v. Becca also said a lot of people suggested admission fee
- E. Invitation to join the Ukiah Chamber of Commerce
- a. New Exec offered a new non-profit discount price of \$85 for the annual membership – normally there is membership tiers ranging from \$200-15,000.00

- b. This would put us in to the meetings with business and tourist alliance, with mention in advertising put out. With the end goal being “relationship building”
- c. Kethers asks if there are any objections to joining – none.
- d. What would the commitment be? – Kether said she would have to join their meeting when those start happening again.
- e. Jennifer motions for a vote, Mac seconds – all Aye
- f. Kether will be primary contact, and Jennifer will be secondary

UNFINISHED BUSINESS

- a. HSIMC appreciation event: Saturday, June 26th, 1-5pm @Anderson Valley Brewing Co. Waylon and the Wild Cats, live music. Tracey, food update. Volunteer shifts, sign up: Set up, food service, stuff-for-sale table, clean-up.
 - a. Set up (12pm) – Julie
 - b. Food service (1pm) – Tracey, Holly
 - c. Table/Raffle tickets – Jennifer/Kether
 - d. Cleanup (5pm) – Jennifer

- b. Robin Ingram’s event: Christmas in July, drive-thru gift grab, fundraiser. Wrapped gifts, drive up, pay the ticket price of \$20/gift, get gift, drive away. Goal of 150 wrapped gifts. *Gift wrapping party in the shed July 10 & 11, starting at 9am, gift wrappers needed!*
 - 1. Have about 50 gifts from the shed, Holly and Robin has additional items to donate
 - 2. Robin will hit up some locations for donations and will start advertising a month in advance (next week)
 - 3. Robin has asked about spending money and hasn’t been able to get any direct answers. Does the Fundraising Committee have the ability to approve a certain amount of money without Board Approval?
 - 1. Jennifer made a motion to approve up to \$500 of expenditures to the finance committee and Joe seconds; All Aye

- c. “Portraits for Pets”: 2022 Calendar of PFP art will be made this year, not yet available for pre-sale.

- d. Next Newsletter will be released in July. It is to include Q1-Q2 stats, figures and stories.
 - If you wish to have a specific story included please email it to Jenny, admin@hsimc.org
 - Joe/ Rhonda, please email the appropriate financial report.

-Becca request we try to do a newsletter mailer again. We used to send the newsletters out and get money back via the mailers. Jenny said we could get the “non profit no charge” mailer for bulk mailing. Kether said we will work on getting the application together for the no charge as well as working on a mailing party and return cards to send with the newsletter.

Announcements

Upcoming meetings:

- Fundraising Committee meetings weekly through June.
Next meeting: Thurs. 6/17 @7pm via Zoom
- Finance Committee meeting, Thurs 7/15 @6p via Zoom
- Our next Board meeting is our regularly scheduled monthly meeting, 3rd Tuesday of the month, Tuesday 7/20 @ 6pm via Zoom

ADJOURNMENT @ 7:55pm