



Humane Society for Inland Mendocino County
9700 Uva Drive, Redwood Valley, CA. 95470
BOD Meeting October 15, 2025 @ 6pm @ RWV Grange

Welcome & Roll Call @ 6:02pm

Present: Teresa, Jaime, Jenny, Becca, Julie, Tracey, Pien, John, Wynona
Absent: Kether, Erin, Myriah
Guests: Joe Aplet, Leonora Hernandez, Kelsey Radmilovic, Cindy Huhn

Approval of agenda and any additions or revisions

None

Any new business items?

Approval of Agenda: Jaime, Tracey

Approval of the minutes from September 24, 2025 meeting

Approval of minutes from Sept: John, Tracey

Public Forum – Guest Introduction & comments

President's Comments - Teresa

- Really appreciate all the participation for the Kritter Karnival and Texas Hold'em! Great turnout, amazing events! And the weather cooperated for Kritter Karnival!
- Thank you everyone for providing input on the Kritter Karnival wrap-up feedback document and conversations!
- If anyone is interested in joining the board, reach out to Teresa and she can send you an application and info.
- Thank you, Kelsey, for taking the minutes in Erin's absence!

Financial Update Report – John

- Sept: revenue \$44,300 expenses \$49,200, operating loss of just under \$5,000
- YTD income \$438,500, expenses \$468,200, operating loss of \$29,700

Shelter Operations Report – Becca/Jenny

- Did a lot in September!
- Jenny shared that we received a portion of an estate. Greatly appreciated!
- Jenny has started a proposal for use of the new monies, in draft form currently, she will share out for board review.
 - Some proposed projects include: solar (will likely be approx. \$300,000 including infrastructure – John), free dog trainers, funding the reserve account, etc.
 - John advocated for beefing up the investment account.
 - Lots to discuss, GREAT NEWS!
 - Simple money investment account could mean about 5% - John suggestion
 - Community Foundation will be delivering checks Oct/Nov when they complete their wrap-up. Was ~\$80k in past, might be more this round, as they are seeing the benefit HSIMC provides to the community.

Construction Projects – Tracey

- Planning the Rainbow Bridge, exciting project! Mostly using donated lumber/materials. Exciting because it's not a desperate need, more of a passion/fun project. It could also become a fundraiser (people could add their collars etc. to the bridge). It will also actually be used, hopefully will become a cool attraction. Open to ideas as this project progresses. 12' long, working out the details
- Working on the inside wall
- Working on expanding the barn

Fundraising Activities – Kelsey

- Kritter Karnival
 - Amazing Event, and we are famous! Front page in Willits Weekly.
 - Final intake not complete, but approximately \$4,000
 - Should we vote on whether to split back or keep as combined event? Seems most people support keeping it combined.
 - There was a lot of extra food. In the future perhaps we could plan ahead to donate any leftovers to: PlowShares, Meals on Wheels, Building Bridges, Senior Center
 - Emphasis on ensuring strong communication with vendors/community volunteers prior to the event
 - John proposes we do something to thank Mary and her team, as they have held the food at KK strong for years and years, donate food, handle logistics.
 - Please be mindful of language we are using in any notes we are sending out to larger community
 - Is the dunk tank worth it in the future for the cost? Let's investigate other potential activities.
- Willits Harvest Moon
 - Fun event, great connecting with people in community
 - Approx. \$100 in swag + donations
 - It is worth it to have a HSMC presence and was tons of fun!
 - Maybe we could have some sort of engaging activity at the table next time?
- Texas Hold' em
 - It was awesome!
 - Challenges: held the same night as multiple events in Willits (cooking contest, rodeo, homecoming etc.)
 - Had approx. 25 players, many re-upped
 - Volunteers were great, had tons of us, had a great time! Appreciation was expressed for everybody.
 - We were able to wrap up earlier than anticipated due to smaller number of participants and an efficient clean-up crew.
 - Players who lost early stayed and held their own cash game, donated \$5/per pot to HSMC
 - Netted approx. \$4,000
 - Let's do this annually, continue to work on marketing, suggested locations for fliers – barber shops, gyms, bars, mechanic shops. Add radio ad and maybe video at Noyo theater.
 - Tacos were great, fresh
 - Barely sold wine, mostly sold beer. North Spur beer ran out, cheap beer was popular, Coors!
 - Maybe don't do pre-registration next time, not many people did and there was some confusion noted that people may have thought you could not register at the door
 - Let's look at timing and larger community calendar when we plan the date next round
 - Dealers were amazing, big kudos to Kether and Erin!
 - Good vibes all around
 - Simplify the flyers
 - Possibly later in October, November, Winter? Spring? Let's keep strategizing the next date.
- 10/25 Jack & Noels Pumpkin Patch - Joe
 - Need 2 volunteers to table
 - Cindy & most likely Terri, Teresa

- 11am-2pm
- Trick or Treating at the Shelter
 - Limited capacity this year, this year there will be a candy dish at the shelter.
 - Candy donations welcomed 😊 Bring a can of pet food / get some candy!
- Kelsey will follow up with Erin from Flourish & Flow re: potential volunteer orientation Nov 1st
 - Teresa will share details with Kelsey
- Teresa got a request from Spears Transportation, who would like to host an adoption event.
 - Teresa is following up.
 - Contact is Jenna Alverado (Teresa has contact info)
- Teresa got a call from Michael Woskow interested in doing a firewood raffle fundraiser.
 - Teresa will follow up with Jenny on this.
- Adoption Events – We have capacity for one per month.
 - Jenny is delegating coordination to Fundraising/volunteer leads
 - We need Chairs for these events.
 - Need to market following events:
 - Upcoming Events:
 - Oct 25th Jack & Noel's Pumpkin Patch – Cindy, Terri, Teresa
 - Nov 8th Barkery – Chair? Pamela Del Rio – Jenny will contact for flier
 - Dec 6th Subaru – Chair?
- Wrapping Paper Fundraiser – Joe is Chair
 - Will need at least 2 people per wrapping event
 - Need to contact businesses re: setting up gift wrapping stations at stores
 - Joe is in process of reaching out to potential places
 - Small business Saturday after Thanksgiving
 - Pink Friday around Thanksgiving
 - Recommendations to contact for table space:
 - Friedman's
 - JD Redhouse
 - Small Business Saturday on School St. (Visit Ukiah? City council?)
 - Brown Bear Toys
 - Rainbow Ag
 - Mendocino Book Company
 - Larger Retail stores? Kohls, Costco, Tractor Supply, Hobby Lobby,
 - Need: tape, ribbons, gift tags, scissors
 - Lets price "by donation" for wrapping, sizes will vary
 - \$3 per sheet for purchase of wrapping paper "to-go"
- NorthSpur Brewery Customized beer and label – Ronnie / Kelsey
- Event Marketing and New Potential Event Brainstorm:
 - Please get flyers etc. at least 2 weeks prior to events
 - Creating both social media format and print out format for flyers is helpful!
 - Joe has connection for a possible HSIMC promo video (Vince Martinez)
 - \$100 for promo video
 - Has a connection with Noyo Theater in Willits (Logan?) – looking for advertisement to play at beginning of movies playing at the theater – varied pricing depending how long they play the add, may have non-profit rate. 15-30 second advertisements

- This could be a helpful strategy to engage new members and sponsors. Especially if we could update with specific events each month, could we add a QR code? Theater sells approx. 25,000 movie tickets per year.
 - Contact at Noyo Theater is Logan (we think?)
 - Tracey will sponsor \$500 for running the ad. Who can match or support fundraising for this?
- Another idea: movie night idea fundraiser at the theater, or outdoors with a projector
- Wreath Fundraiser coming right up! - Cindy
 - TNT Orientation dates: Saturday Nov 15th; Wednesday 19th 12-1pm – Cindy
 - Looking for 32 gallon upright containers donations for greenery
 - Cindy is reaching out for supply donations and volunteers
 - Teresa bought 2 rolls of wire ribbon
 - Wreath rings have been delivered (200)
 - Let's get marketing and flyers going asap, would be great to have flyers at upcoming events
 - Discussion – Should we increase the pricing by \$5 per item? (decided to keep same prices)
 - There has been no price increase in the last few years
 - Keeping at \$50/wreath, \$40/swag
 - Feedback:
 - Not much cost associated with the materials, we might want to keep it as is. Let's compare with similar fundraisers, cost analysis
 - Raising a little bit is reasonable.
 - Let's give the gift of keeping the price as is.
 - We don't know the reason there was a drop in sales last year – pricing? Less days of the event.
 - \$5 increase could be significant for people.
 - Cost: \$400 for the wires – that is the only expense
 - Julie Golden – requested to be the first order, she typically orders a lot to display at local businesses. Yes! (Jenny will connect with Cindy on this)
 - We do not want to accept used wreath rings, they don't work to reuse
- Calendars
 - Design is complete, ready to order
 - We don't typically sell out
 - Pricing is staggered depending on how many we order
 - John suggested asking if we can we get 150 at the price for 100?
- We are not registering for the light parade this year

Upcoming Meetings

- **Monthly Fundraising Google Call – Thursday, November 13th @ 6pm**
- **Monthly HSMC Board Meeting – Wednesday, November 19th @ 6pm**

No Closed Session tonight

Adjournment 7:43pm

Addendum to Meeting Minutes – any interest in having a potluck dinner and white elephant gift exchange for our December board meeting???