

February 25, 2014
Board Meeting Minutes
6:30 to 8:00
Centre County PAWS, Inc.
Adoption and Education Center

Board Members/Staff Roll Call

Lisa Bahr, Yvonne Riley, Chris Kunes, Dave Abler, Bill First by phone, Cristin Long, Marilyn Eastridge, Brian Eppley, Chris Faust, Cathy Barefoot, Joan Ritchie, Kate Khoury, and Laurie Knisely

PAWS Members

Jackie Wolfe, Ginger Vierck, Linda Friend

Member Question and Comment Period

Nothing at this time.

Action Item - Approval of July 23, 2013 Board Meeting Minutes – Cathy Barefoot

- Discussed the January 28, 2014 minutes – discussion – Chris K. [made the motion](#) to approve the January minutes and Cristin [seconded the motion](#). All in favor, none opposed, motion passes.

Reports of Other Officers

Report of the President – Dave Abler

- Dave – Nothing to report at this time.

Vice President’s Report – Yvonne Riley

- Yvonne – No report at this time.

Treasurer’s Report – Laurie Knisely

- Laurie – Report emailed by Brian.

Recording Secretary – Cathy Barefoot

- Cathy – No report at this time.

Staff and Committee Reports

Assistant Treasurer – Brian Eppley

- Brian – Emailed his report. This is the new consolidated income statement. If you are interested in the breakdown of the different expenses, go into the spreadsheet under the different tabs at the bottom of the spreadsheet. We are a little under for income and also a little under for expenses. Electric is high right now. Included on the last page are the 2013 monthly totals for a snapshot of the previous year. Our net profit isn’t much more than last year this time. We did not have a Finance Committee meeting this month. We’ve started having meetings every other month. Question about the electric bill. We could go over \$10,000 in a few months. We could revisit it mid-summer to see where we are.

Director of Operations – Lisa Bahr

- Lisa – Emailed the report. Not much to highlight at this time. A report on spay/neuter – not much response from Huntingdon County at this time. We now have the Huntingdon Humane Society and Sheriff’s Office on board. Our dog adoption numbers for February are at an all time low – maybe because of the weather. No response from the medical position yet. It has only been up for a week. Puppies come in Saturday.

Director of Development and Marketing – Chris Faust

- Chris – Emailed the report. You can see Chris’s scheduled appointments. She has about 10 to 15 monthly but had a few cancel this month due to the weather. These exclude the visits with volunteers, etc. These are donor visits that gave a gift or might give a gift. Center Gives is coming up in May and Chris will talk about this at a later Board meeting. Stocker had a “Share the Love” campaign where Paws was to get \$250.00 per vehicle sold. We are getting a total of \$7,000.00. They were very pleased with this. They will select a date for the Subaru representatives to come in and take photos, etc. Discussion about the Subaru charities – we were their 6th charity. Comedy Club is this Saturday and we are sold out for the first show. We got additional sponsors since last month. Chris wanted to thank everyone who sponsored tables, etc. Sally Baker is the committee chairperson. The committee did a great job.
- March 19 PSU Economics Club is having a fund raiser at Kildare’s Irish Pub from 4 to 9pm. Our spay-ghetti dinner to kick off our spay/neuter program this year will be held March 29, at St. Marks Lutheran Church in Pleasant Gap from 5:00 to 7:30pm.
- Marketing – A Paws Year in Review is being written. Looking at what some other organizations did. Started working on a direct mail piece for spring to raise funds for animal medical needs.
- We had our PR Committee group meeting – have a few new people this year. Working on volunteer favorites which are photos of PAWS volunteers with our cats and dogs. Got a lot of positive responses. Kicking around catchy spay/neuter phrases. Chris F. is running them by some donors and others. No feedback yet. We want to heighten awareness.
- Merchandising – Lynn Cole is now in charge of our merchandise and will be ordering items.

- Education Committee has a new volunteer and chair, Donna Clapper, who has some exciting ideas – Chris F. is meeting with her within the next few weeks.
- Also we have a new brochure being printed.

Volunteer Recruitment and Retention Coordinator – Kate Khoury

- Kate – Passed out her report. She has been working on some marketing initiatives. PowerPoints were created. We are focusing on reaching out to get more work-study groups and RSVP for more steady help at PAWS. We have set up more cat training classes putting the dates and times on the website. We had a volunteer appreciation lunch a week-and-a-half ago which was well attended. Kate will try this again to get different groups from PAWS to attend, maybe try a Saturday or mid week. Kate is working on feedback forms. Most of the feedback is positive but she would also like to hear the negative. Kate has been sending out survey emails to people, focusing on the volunteers who have volunteered less than 4 months. She is going to try to clean up Volgistics. She has been trying to encourage people to use the Vic Touch system so we know who is in the building. If you look at the numbers, you should take them with “a grain of salt” because people aren’t consistently logging their hours. She wants to try to create a reward system for this. She will try sending out an email encouraging people to use Vic Touch.
- She explained her report and how to read the data. It includes the hours of the cat and dog fosters. Discussion. Is it possible to get rid of some of the categories? Yes and Lisa can help her with this. The report shows we are growing. Discussion about feedback after training.

Nominating Committee – Joan Ritchie

- Joan – Happy to announce that Bill First is running for re-election.

Personnel Committee – Cristin Long

- Cristin – No report at this time.

Unfinished Business

Update on Implementation of Strategic Plan – Lisa Bahr and Chris Faust – Discussion Item

- We went through the 5 goals in the plan. Lisa was called away so we started with Goal 3.
- Goal 3 – Promote responsible pet ownership and be visible presence throughout Centre County – Chris F. updated us on goal 3 – we are doing all of the things in goal 3 at the present time. Have developed new take-away materials, made magnets to hand out, and created brochures. Looking at new ways to reach out to new members. This is a three year plan. We have started a marketing plan. Our publicity committee has been doing a great job to market PAWS this year. Discussion.
- Goal 4 – Create a welcoming environment and supportive climate for volunteers, donors, members and visitors – Chris F. – some things are in process and some have been ongoing. Chris is addressing some of the tactics – benchmarking – this is occurring and will continue to occur. Lisa is constantly in touch with other shelters. Volunteers and donors have had a wonderful experience – front desk, cleanliness of the building, etc. Lisa – one of the goals for the year is actively using a survey requesting feedback from visitors, donors and adopters. We are making handout materials for the front desk to hand out and for the adoption packets. We are tracking the number of visitors to PAWS. It is hard for us to get a handle on the retention rate when people aren’t logging into Volgistics. Discussed volunteers becoming members – how many volunteers are members? Maybe incorporate this the next time around because we have so much we are working on at this time.
- Goal 1 – Expand programs directed at reducing companion animal overpopulation through S/N programs and education – Lisa – S/N clinics – we have achieved and exceeded the 12 per year goal. We are working on expanding s/n clinics. We’ve just started tracking the waiting list and collecting more information when people call in. We have 2 vet techs volunteering now.
- Goal 2 – Become a regional leader in animal sheltering best practices – capital improvements plan – this is much easier to maintain since we now have a Facilities Planning Committee. Average length of stay for the cats and dogs – we are tracking this and the average cat stay went down 1 month last year, and the average dog stay is less than 2 months. \$5 Felines is helping with the short stay for cats. Working with the feedback follow up and trying to get more information. Lisa will create a survey to help this. For the emergency preparedness plan, Lisa has not spent much time on this. Would like to have a volunteer to help her. Maybe contact the local fire dept. to help with our plan. Lisa needs to put the info together.
- Goal 5 – Continue to cultivate robust, enduring financial health and stability for the organization – Financial goals – We raised over the goal of \$350,000 for the first year of the plan. The Finance Committee has been meeting regularly and helping us to plan ahead. Business memberships – this can be expanded upon. Planned giving programs have been marketed. Surviving Pet Care has a draft brochure but it needs to be designed. We have added many more sponsors. There is a possibility of a new event. Increased the number of mailers for the Annual Giving Campaign. We have a calendar of events for the year listing the major fundraisers and other events that we hold and participate in.

Chris K. [made motion](#) to adjourn the meeting, Marilyn [seconded the motion](#) – all in favor – none opposed – meeting adjourned. Meeting adjourned 7:40 PM.

Executive Session

The 2014 Board meeting dates are: March 25, April 22, May 27, June 24, July 22, August 26, September 23, October 28, November 25.