

**January 26, 2016**  
**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, Jim Hermann, Chris Kunes, Dave Abler, Bill First by phone, Brian Eppley, Chris Faust, Joan Ritchie, Kristin Dunmire, Bob Conn, Kristine Clark and Laurie Knisely

**PAWS Members**

Jackie Wolfe

**Member Question and Comment Period**

Nothing at this time.

**Action Item - Approval of November 24, 2015 Board Meeting Minutes – Cathy Barefoot**

- Discussed the November 24, 2015 minutes – Kristine Clark **made the motion** to approve the November 2015 minutes and Laurie Knisely **seconded the motion**. All in favor, none opposed, motion passes.
- Discussed the December 16, 2015 budget meeting minutes – Kristine Clark **made the motion** to approve the December budget meeting minutes and Laurie Knisely **seconded the motion**. All in favor, none opposed, motion passes.

**Reports of Other Officers**

**Report of the President – Dave Abler**

- Dave – Nothing 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. Brian handed out both the December report and the 2016 budget with the final numbers. As for December, the \$30,000 check has not arrived yet but we expect it soon. This is for 2015 spay/neuter and the donor expects to give it again for 2016. Expenses were a little higher and did get a higher pet food bill. And for medical, we had some major surgeries for cats causing it to be higher. The bottom of the budget sheet shows the numbers we are carrying forward. The holiday appeal is going well and is a little higher than last year. In January we received approximately \$3,000 so far. For our medical expenses, for the spay/neuter expenses, we spent over \$30,000 last year and over \$16,000 of the \$30,000 was on cats. Lisa talked to one of our Vets and they are lowering the cost of spays and neuters for our cats. She is also working with Wiscoy to find another food supplier and looking for other ways to lower some of our expenses. Wiscoy is looking to see if they can find a way to beat Royal Canin’s pricing with a good quality food which means we could switch to that food. Possibly Purina Pro Plan. Question – did we ever look into asking a company to donate food to us? Lisa said we did that with Science Diet at one time, but our request was denied, and we chose Royal Canin because it was a good quality food. The cat adoption income came in higher than expected at over \$15,000 above budget which was good news.
- The difference between income and expense for s/n donations for non-feral animals was pretty high because the \$30,000 was not in there. The difference of \$18,000 was taken out of SNAP reserves to cover our expenses this year. Capital donations and expenses are both high because we were not sure if the Cattery wall would be done in 2015 or 2016. For cat medical care we came in about \$10,000 more in medical expenses but if you look at cat adoption income, we came in about \$15,000 above where we thought we would be for last year. We did have additional donations for medical surgeries. Surrender fees came in above what we expected too. Also the adoption counselors ask for donations with the adoptions.

**Director of Operations – Lisa Bahr**

- Lisa – Emailed the report. Question – the cat side takes in as many applications as they adopt cats, but the dog side takes in about twice as many apps and adopts about half. Do you know why this is happening? Lisa mentioned that dogs are more popular than cats. People can get cats almost anywhere. This is why the cat side wants to keep the \$5 felines. The discussion that was at our dog adoption counselor meeting, in 2015 the dog side received 918 applications and did 352 adoptions, which is a lot of work on applications that don’t turn into adoptions. We talked about charging an application fee but we felt it might hurt our reputation in the community. We decided not to take any non-specific dog applications, except for puppies, because we want to have people ready and waiting for the puppies when they come in to PAWS. Lisa doesn’t think this non-specific applications are a problem on the cat side, but she can bring it up for discussion at the cat adoption counselor meeting. Spay/neuter numbers were up again

this year and the number of PAWS animals spayed/neutered were up also. We did 500 compared to 370 last year. She worked with Allegheny Welfare Clinic to give us a flat rate which is \$20 less for females and \$5 less for males than before. Question - can we have a running total of these numbers? Lisa said she can do that. Question about the foster families which includes the holiday foster families.

- Lisa wanted to add to the minutes a big “thank you” to Karen and Debbie for organizing the Volunteer Appreciation Celebration/35th birthday party – it went really well.
- Pet Behavior Change is the pet training group we use for our most difficult dogs and they asked Lisa if we would be willing to lend out our facility so they could do group classes – they have always done one-on-one training, not group training. Lisa checked with our insurance and they are on board with this. We would be put as an additional insured on their general liability policy. Logan Insurance was not uncomfortable with that but suggested that we have them sign a yearly lease agreement for using our facility. We would not get an income from this, but would be allowed to put our dogs through this. A question was asked about charging them rent or something for using our facility. Lisa will find out how many will be in each class. A question was asked about this changing our liability in any way. Lisa will ask our insurance people this.
- Lisa would like to start the discussion of updating our logo. Our logo is not mobile friendly or it can’t be made larger or smaller without it getting blurry. Also our logo goes out for our publications and media and it does not produce well. The Board agrees that it is time to look at changing it. Lisa wants to have someone draw up a few logo options and put them out to the volunteers. Yvonne wanted to let Chris K. know how nice the work looks that was done in the cattery.

#### **Director of Development and Marketing – Chris Faust**

- Chris – Emailed the report. We have our Comedy Club event coming up in about a month. Sponsorships aren’t coming in as quickly as they have in the past. Joan Ritchie is working on a table and we have done a lot of solicitations and outreach efforts. Chris thinks we will have another successful event. Gary Williams came in last week to notify us we will be receiving an estate gift from Joseph Miller whose late wife was one of the founding members of PAWS. Gary Williams and his wife are overseeing the estate. Gary also said we are the beneficiary of the late Joan Miller’s retirement account. We have not been notified about this and Gary said we should have been notified. So he wanted to make sure we knew about this. She is not sure what the amount is. This might come in a few months.
- Chris attached a list of special projects that generated income and outreach opportunities. She has also included in her report what the different committees are doing. Chris does not attend all of the outreach events. She feels it is great that these outreach group events have raised this money. She wanted to include this in her report and feels that we are getting out in the community. Some development highlights - Chris wanted to mention some of the things that might not show up in our budget. The Board asked her to do outreach with planned giving. We have booked two surviving pet care donations, one in cash and an estate gift, an estate gift from another donor, and she has had probably 8 meetings about them but she doesn’t have the paperwork yet. Plus we are going to be the beneficiary of 2 IRA accounts. These are the things that won’t show up in the budget. The donation line in the PAWS budget is one of her most important professional goals. Last year it was \$115,000 and she wanted to try to raise \$148,700 which is a stretch. We did not capture a \$25,000 donor this year. If this would have come in, the donation line would have exceeded \$148,700. So we have had growth with donors and events doing better. Chris would welcome your involvement as Board members and also welcome the Board members giving Chris 2 names of contacts that have the capacity of being potential donors or sponsors of events by the next Board meeting. Chris met with Kris Clark and they will be meeting with one of Kris Clark’s contacts who has an extensive background in fundraising nationally and also will be putting together a small group that would like to help with fundraising. We talked about adding another event. One of the things being added this year is we are looking to have a donor recognition thank you event. This is not a fundraiser, just an event. They are brainstorming on ways to generate income. Kris has been willing to lead this charge. Kris did talk to the owners of the Ale House. They talked about having a PAWS for Cocktails reception to interest people in becoming PAWS members or just to meet other animal owners or to donate and a few other things. We are also thinking on a change of venue for the Fur Ball. We can get a lot more people there at a different location and still charge the same amount of money. We could possible double our money. One of Kris’s contacts just moved here from Los Angeles where she was a top fundraiser. She will bring in a different set of eyes to PAWS. Chris also mentioned that we did have a great year end. Some of the smaller events are going to be delegated. With the Stocker Subaru event, we might see more than \$14,000. Dave also liked the idea of getting 2 names from each Board member along with their contact information. Maybe a sentence about each contact so Chris has some background on them.

#### **Nominating Committee – Joan Ritchie**

- Joan – The members that are up for re-election are Jim Hermann, Bill First, Yvonne Riley, Dave Ablor, and Chris Kunes. For the minutes, Jim, Yvonne, and Dave said they are running for re-election. Chris Kunes is giving some more thought to it and will let Joan know. We also need to decide if we are going to replace anyone who is not going to run and do we want to expand the Board this election.
- Dave mentioned that Cathy Barefoot said she would no longer be continuing as Recording Secretary, so we need to identify someone for that position. Lisa mentioned Carolyn Lambert as a possibility. Lisa will ask Carolyn.

#### **Personnel Committee – Kristin Dunmire**

- Kristin – Nothing to report at this time.

#### **Strategic Planning Committee – Linda Friend and Jim Hermann**

- Jim – The draft plan went out to the rest of the planning committee and will meet February 2, to go over the draft and get input from everyone. The questionnaire was approved and when out. Everyone in this room should have received a copy. It is going

out to shift leaders, all committee leads, the Board and the staff. It will be about 35 or 40 people. It is anonymous. All we get back is the date and time. We have received about 8 of them. We have received some constructive feedback.

## **Unfinished Business**

### **IT Update – Computer Purchases – Bob Conn (Discussion Item)**

- Bob – The website is going very well. We have some things going with Robert Snyder and Anna Morrison. We are meeting next week. Robert has a pool of resources at Penn State in Outreach and will try to recruit some volunteers. Publicity is working on the overall design of the website. We are looking at some templates and hopefully will have something you can see. Bob will an email link you can click on to see the progress. Lisa mentioned the logo. When we talk about changing the logo, we are talking about change from a technical perspective. When Chris F. sends the logo to a publisher, it has to be changed to a different format because the publisher can't work with our current format. We want to make changes to the logo but we also want to pay homage to the existing logo. We aren't talking about changing it dramatically, but making some tweaks to the design and paying homage to its history. So we can begin to use it for our mobile friendly website. To have a graphic designed by a graphic designer so that we can click on it and change the color should the web site change color. So we aren't changing the design radically, but want to bring it to the modern age. It is important from Bob's web design prospective that he has a piece of artwork and graphic that we can make work on a website.
- In 2015, Bob did two computer upgrades and also converted one server service from an older server to a new server. In 2016, he would like to upgrade Chris Faust's computer, not the monitor which is newer. Jim mentioned that the front desk, dog laptop is slow with the census. Dave and Bob worked to purchase an inexpensive hard drive upgrade for that today that might help it.

Kris Clark [made motion](#) to adjourn the meeting, Jim [seconded the motion](#) – all in favor – none opposed – meeting adjourned.  
Meeting adjourned 7:30 PM.

## **Executive Session**

2016 meeting dates – January 26, February 23, March 22, April 26, May 24, June 28, July 26, August 23, September 27, October 25, & November 22