

The Dane County Humane Society

Board of Directors Meeting – April 21, 2020 11:00 a.m.

Attendees: Joe Goode, Cathy Holmes, Amy Johnson, Julie Fagan, Shirley Crocker, Mark Knipfer, Sarah Colopy, Maggie Premo, Laura Murray, Joel Davidson, Lilly Bickers (joined at 11:30)

Excused: None

Guests: None

Staff: Pam McCloud Smith, Amy Good, Sarah Linn for Marketing presentation

Note – This entire meeting occurred using video and/or phone conferencing. Staff joined the meeting through a single connection. All others joined by their own independent connections.

1. Call to Order
 - a. Called to order at 11:05AM
 - b. Approve March 17, 2020 meeting minutes
 - i. **Motion to approve minutes by Joel.** Second by Julie. **Motion carried.**
2. Regular Updates
 - a. Executive Director Update – Pam
 - i. Covid-19 update
 1. Doing well with challenges of Covid-19
 2. Applied for and received PPP loan
 - a. Monona State Bank assisted in application process
 3. Small animal population in shelter right now
 - a. Still doing adoptions but using video and training room to maintain safe distances
 4. Boarding a few owned animals for people struck with Covid-19
 - ii. Development going pretty well with on-line work
 - iii. Parking Lot
 1. Waiting on bid to resurface
 2. Waiting on permits
 3. Hoping to complete while traffic patterns are low
 4. More to come
 - iv. Annual Meeting
 1. Should the annual meeting be postponed due to Covid-19?
 - a. Bi-laws require meeting by June 30th.
 - b. Yes, board feels needs to be postponed and then a later possible in-person meeting will be researched
 - c. **Motion by Cathy to postpone the DCHS Annual Membership meeting for at least 90 days, until health concerns are resolved enough for final decision on meeting.** Second by Laura. **Motion carried.**
 - d. Mailing will indicate that Lilly, Joel and Maggie, who are up for election will continue in their positions.
 - b. Development Update – Amy Good
 - i. Humane Education and other in person fund-raising are on hold for now
 - ii. Wormly Trust offered another matching grant which will be used for on-line fund-raising

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- iii. In general, things are going well, considering Covid-19 challenges
- c. Financial Update
 - i. On target in most areas, except Investments due to large Market correction.
 - ii. No concerns at this time.
- 3. New Business
 - a. Marketing Plan – Sarah Linn joined to conduct presentation
 - i. Marketing include Public Relations (PR) and Advertising
 - 1. DCHS is not pushing to make Sales
 - a. Instead looking at how to meet the needs of our community
 - b. Our orientation is more donor centric than commercial Marketing
 - ii. Small mass marketing budget and orientation
 - 1. More targeted in approach
 - 2. More focused on those that already have relationship with DCHS
 - 3. Focus is on positive messaging, real animals, real DCHS stories
 - iii. 2016 Mc Donald Schaefer Assessment provides general plan indicating the following needs to improve Fund Development
 - 1. Create PR plan – done immediately following assessment and constantly updated
 - 2. PR staff and coordinator – trying to keep the position filled, in transition right now, again.
 - 3. Comprehensive Social Media Plan
 - a. In place and has been really successful to date
 - 4. Revise Membership Program – not started yet
 - iv. Setting Annual Goals and the strategies developed to achieve these goals for 2020
 - 1. Increase general fund donations
 - 2. Become the prominent community resource for pets
 - 3. Reduce the number of wildlife coming in that DO NOT need assistance
 - 4. Increase major event attendance
 - 5. Increase Thrift Store sales
 - 6. Increase awareness of the adoption process and wait time (manage expectations)
 - v. Reviewed the Paid Advertising budget of \$13,000 and how spend
 - vi. Summarized both internal and external marketing tools and point of contact
 - b. 2019 990 IRS Filing
 - i. 990 is the tax filing for DCHS
 - ii. Contains the same information as the Audit Financial Statements except presented as required by the IRS. The main differences are
 - 1. Donated services and unrealized gain and losses are not revenue on the 990, but are for the audit.
 - 2. 990 has specific expense categories that may not be the same categories as the ones on the Statement of Functional Expenses in the audit.

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3. Certain expenses are netted against revenue on the 990, but presented on a gross basis for the audit (special events, investment fees are examples)
 4. Reviewed some specific amounts on 990 to that of Financial Statements (Total net assets, revenue, expenses)
 5. Reviewed some additional data from 990 (director hours, excess donations, schedule O details)
- iii. **Motion by Joe to approve the 990 as drafted for submission to the IRS.** Second by Joe. **Motion carried.**
4. Old Business
 - a. Board Member Recruiting
 - i. Joy Cardin – sent materials in to Cathy
 1. Cathy will respond to Joy that this might move a bit slow due to Covid-19, but that we are very interested.
 - ii. Amy Manthey still interested. Will move slowly due to reduced Finance Committee meetings to date
 5. Committee Activity – Hold due to Covid-19
 - a. Finance
 - b. Philanthropy
 - c. Nominating
 - d. Board Operations
 - i. Will begin review of Policies and Procedures, led by Cathy, at next meeting
 - e. Legislative
 6. Adjourn
 - a. Meeting was adjourned at 12:45PM.

Respectfully Submitted by,

Cathy Holmes
Board Secretary