

The Dane County Humane Society

Board of Directors Meeting – January 18, 2022 11:00 a.m.

Attendees: Joe Goode, Joel Davidson, Cathy Holmes, Maggie Premo, Laura Murray, Julie Fagan, Joy Cardin, Linn Roth, Amy Johnson (via phone)

Excused: Amy Manthey, Sara Colopy

Guests: None

Staff: Pam McCloud Smith, Amy Good, Doug Brown

Note – This entire meeting occurred using video and/or phone conferencing.

1. Call to Order
 - a. Called to order at 11:02AM.
 - b. Approve December 21, 2021 open meeting minutes
 - i. **Motion to approve minutes by Linn Roth.** Second by Laura Murray.
Motion carried.
 - c. Approve December 21, 2021 closed meeting minutes
 - i. **Motion to approve minutes by Julie Fagan.** Second by Joy Cardin.
Motion carried.

2. Regular Update
 - a. Executive Director Update - Pam
 - i. See Report
 - ii. DEI update sent via email
 1. Also creating unisex/family bathroom.
 - iii. COVID
 1. Spike in cases due to Omicron, leading to more absences
 2. Not affecting operations at this time
 - iv. Strategic Plan
 - a. Leadership team working on detailed goals at next Tuesday's meeting.
 - b. Development Update – Amy
 - i. See report
 - ii. Regular activity
 1. January was excellent fundraising month.
 - a. Help me Heal for Farley surgery raised over \$100,000
 - b. Unexpected since as was for \$5,000
 - i. Annual Help me Heal budget is \$42,000
 - c. Betty White challenge raised over \$50,000 (1,300 gifts)
 - iii. Toto's Gala
 1. Invites to be sent this week
 2. Planning hybrid event, both virtual and in-person options

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- a. Actual award presentation will be live even in virtual environment
 - 3. Big year for sponsorships!
 - c. Animal Statistics – Doug
 - i. End of Year statistics done
 - 1. Showed good recovery, not quite back to normal in light of Covid
 - 2. Intake is still done due to reduced transfers
 - a. Working to improve this
 - d. Financial Report – Cathy
 - i. November financials
 - 1. Revenue almost \$1,000,000 over budget, exceeding PPP funds significantly
 - a. Revenue over \$450,000 over budget without Capital campaign donation and PPP funds
 - 2. Expenses almost \$100,000 under budget
 - ii. December financials will be presented in March with annual Audit
 - 1. See (4)(a) for details
3. Old Business
- a. Operational Strategic Plan Check-in
 - i. Pam sent to board members via email
 - b. Open Board Seats
 - i. Joe Goode is not planning to serve another full term
 - ii. He will move to an open board position with a 2023 expiration date in May 2022
 - 1. Plan is to create President-Elect position
 - a. Current by-laws support creation of additional officer position
 - 2. Will work with new President-Elect for remainder of 2022 to assist with transition
 - 3. He plans to retire from the board December 31, 2022
 - 4. **Motion by Cathy Holmes to create position of President-Elect which would be elevated to the position of President upon the vacating of the President position.** Second by Joe Goode.
 - a. Discussion
 - i. This allows the position of Vice President to be independent of a requirement to become President.
 - b. Motion carried.**
 - iii. Plan is to have elections at the February Board meeting for President-Elect. All nominations for President-Elect should be sent to Board Secretary Cathy Holmes
 - iv. Still two open seats
 - 1. Always open to new names
 - c. Board Operations Planning
 - i. A meeting of Maggie Premo (chair, Board Ops), Cathy Holmes and Joe Goode will be scheduled by Joe Goode before February Board meeting
 - ii. Cathy Holmes will send out Board web site site map to group before the meeting for discussion
 - d. Greyhound Letter
 - i. DCHS was asked to support HR3335

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1. Joel Davidson drafted letter
 - a. **Motion by Cathy Holmes to approve letter for sending.**
Second by Maggie Premo. **Motion carried.**
- e. Toto's Gala Update
 - i. See (2)(b)(iii)
4. New Business
 - a. Audit and Upcoming Presentations to BOD
 - i. Audit results will be presented at March Board meeting
 - ii. IRS form 990 will be reviewed at April Board meeting
 1. Board will be asked to approve final 990 form for filing with IRS at that meeting
 - b. Fundraising Strategies in 2022
 - i. Presentation by Amy Good, Development Director
 1. Fundraising strategies for 2022 are part of the operational strategic plan.
 2. Represent a small section of the overall kinds of fundraising sources.
 3. Detailed fundraising goals for 2022 – 2024 are being drafted to support the overall high-level operations goals
 - a. Biggest target area for increasing gifts
 - i. Individuals
 - ii. Beginning search for Major Gift Officer to drive success in this area
 - c. Bylaws and New Officer Position
 - i. See (3)(b)(ii)

Note: Joe Goode left meeting at 12:15PM. Laura Murray became meeting chair.

- d. Dane County Ordinance on Breeding for Research
 - i. Ordinance is actually City of Madison, not Dane County
 - ii. Legislative committee will do additional research in relation to potentially creating a position statement regarding the topic of Breeding of Animals for Experimentation
 - iii. A link to the Isthmus story on the Beagle breeding facility near Mt. Horeb was shared for background for all board members.
 1. <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjUuYKv4fD1AhXaJzQIHRsyB0IQFnoECAgQAQ&url=https%3A%2F%2Fisthmus.com%2Fnews%2Fcover-story%2Fbeagles-bred-at-two-dane-county-facilities-go-to-labs-around-the-country%2F&usg=AOvVaw3vapMi5zillt66Dp019tut>
5. Committee Activity
 - a. Finance – meeting with Auditors in February
 - b. Philanthropy – On Hold, waiting for Capital Campaign in 2022
 - c. Nominating – covered in (3)(b)
 - d. Board Operations – covered in (3)(c)
 - e. Legislative – covered in (3)(d) and (4)(d)
 - f. Diversity – waiting on Operational report

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6. Adjourn
 - a. Meeting was adjourned at 12:57PM.

Respectfully Submitted by,
Cathy Holmes
Board Secretary