

The Dane County Humane Society

Board of Directors Meeting – October 16, 2018 11:00 a.m.

Attendees: Joe Goode, Amy Johnson, Shirley Crocker, Cathy Holmes, Lily Bickers, Joel Davidson. Laura Murray

Excused: Maggie Premo, Sara Colopy

Guests: None

Staff: Pam McCloud Smith, Aisha Jansen

1. Call to Order and Opening Business
 - a. Officially called to order at 11:06AM
 - b. September 18, 2018 meeting minutes to approve
 - i. Change WU to UW
 - ii. **Motion to approve as amended by Laura.** Second by Joel. **Motion carried.**
2. Staff Presentation – Aisha Jansen (Adoption-Reception Supervisor)
 - a. Brought Elvis the coonhound
 - b. Has worked as a Shelter Resource Supervisor and in Reception and Adoptions
 - c. Goal – to provide EXCELLENT customer service to those need help
 - i. Surrenders
 1. First priority is to try and help keep the pet in the home by being a resource
 - ii. Lost and Found
 1. Trying to reunite pets with owners by matching intake to lost reports
 - d. 3 years at DCHS, 2 in current position and as Adoption Counselor before
 - e. Even though job is stressful, can always see how you have helped
 - f. 7 FT staff in reception. Try for 4 staff per day, high turnover
 - g. 18 staff in adoptions
3. Regular Updates
 - a. Executive Director Update
 - i. Marketing Plan
 1. Reviewed draft plan
 2. Board asked for targets for each goal showing how the goal will increase revenue or reduce costs and how much
 3. Need measurable targets so see if goals are met, do not use open adjectives like longer (how long), less (how much less), increase (how much increase), etc.
 4. Discussed setting attendance limits for events where space is an issue
 5. Need to justify expenses and show successes
 - ii. Thank you cards to major sponsors for Bark and Wine were signed.
 - iii. DCHS Financials will be out by end of week
 - iv. Looking to end West Side Adoption center by end of October or early November.
 1. Thrift store committee has been formed and is in planning stages
 - b. Animal Statistics – no additional update
 - c. Development Update
 - i. Review successes of Bark and Wine event

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- ii. Plans for Donor Appreciation breakfast were reviewed
 - iii. Completed discussion on Marketing Plan review
 - d. Questions on current financials - none
4. Old Business
- a. Executive Director Review Status and Scheduling
 - i. Review will be finalized in close session
 - ii. Will be completed by beginning of November by Joel and Laura
 - b. Plan for Mission Statement Workshop
 - i. Likely beginning of 2019
 - c. Plan for Presentation on Civil and Criminal Laws Impacting Animals
 - i. December or January, depending on Joe's schedule
 - d. Updates on New Directors
 - i. Two candidates have expressed their interest and met with Joe and Cathy
 - ii. Targeting joining board by January meeting
 - e. Board Operations Chairman
 - i. More discussion after new members join
5. New Business
- a. The Role of a Non-Profit Board
 - i. Joe reviewed the role of the Board with handouts
 - ii. Board speaks with ONE voice, individual directors are not the opinion of the board
 - iii. Board focuses on big picture and the policies that drive the organization
 - iv. General discussion followed regarding the role, ending with overall agreement on the role of each director.
6. Committee Activity and Charters
- a. Finance – no meeting this month due to scheduling and lack of financials
 - b. Philanthropy – focusing on first event in February which will target Fostering
 - c. Nominating – updated in Old Business
 - d. Board Operations – no update
 - e. Legislative
 - i. Joel wants to meet with Pam regarding interaction with other organizations
 - ii. The Badger State conference was recommended to Joel for background information.
7. Adjourn to Closed Session
- a. Meeting was adjourned at 11:32AM.
8. Reconvene from Closed Session at 1:33PM.
9. 2019 Budget
- a. **Motion by Cathy to approve the budget with the changes discussed in Closed Session, subject to final version being distributed at November Board meeting. Second by Amy. Motion carried.**
10. Adjourn

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- a. Meeting was adjourned at 1:35PM

Respectfully Submitted by,

Cathy Holmes
Board Secretary