

The Dane County Humane Society
Board of Directors Meeting – March 17, 2020 11:00 a.m.

Attendees: Joe Goode, Cathy Holmes, Amy Johnson, Julie Fagan, Shirley Crocker, Mark Knipfer, Sarah Colopy, Maggie Premo, Lilly Bickers, Laura Murray

Excused: Joel Davidson

Guests: Andi Speth – McDonald Schaefer

Staff: Pam McCloud Smith, Amy Good, Doug Brown, Sara Hoven

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 11:08AM
 - b. Approve agenda
 - i. Item (5) New Business moved in front of (4) Old Business
 - c. Approve January 21, 2020 meeting minutes
 - i. **Motion to approve minutes by Lilly.** Second by Joe. **Motion carried.**
 - d. It was noted that no meeting occurred February 18, 2020.

2. Feasibility Study and Capital Campaign (Andi Speth-McDonald Schaefer)
 - a. Feasibility study was made available to all board members by email. PowerPoint presentation was broadcast as part of conference.
 - i. Study focused on three areas of modification at DCHS
 1. Cat/Critter areas
 2. Dog Expansion
 3. Main Entry
 - ii. Study began with a \$3.1 Million goal, required to achieve all areas of modification
 - iii. 29 responders – after this results were repetitive
 - iv. Interviewers were mostly current supporters, part of the compassionate services network
 1. No corporate donors
 2. Couple of foundations
 3. Possible for someone who is NOT a major donor today to give a major gift to this project.
 - b. Results
 - i. DCHS is ready for a \$1.3 - \$1.5 Million dollar campaign with \$1.8 Million as a stretch goal.
 - ii. Because one major donor did not respond regard their level of support for the campaign, this donor could significantly change the ability for DCHS to meet a higher goal.
 - iii. Key to successful campaign will be finding a Champion!
 - iv. Animal areas were top priority
 1. Good understanding of need to improve front entry
 - v. Name Change research

The Dane County Humane Society
Board of Directors Meeting – March 17, 2020 11:00 a.m.

1. When asked about a name change for DCHS, response was fairly positive
 2. Recommendation to use the 100th anniversary for rebranding
 3. Intense emotions around this issue,
3. Regular Updates
- a. Executive Director Update – Pam
 - i. Covid-19 focus
 1. Emails were sent to staff and volunteers
 2. Push for adoptions to empty kennels
 3. Closed to public for general walking through
 - a. Appointments only after viewing on web site
 - b. Staff are working very well
 - b. Development Updates – Amy
 - i. Toto's
 1. Only \$2,000 short of event goal
 - a. Amazing results!
 2. \$15,000 received for a challenge grant to help during Covid-19 times
 3. Will move forward shortly, letting Toto's complete
 4. Very few people asked for refunds
 5. Hard deadline for catering had already passed
 - a. Monona Terrace cut price by 25% saving \$7,000 to \$8,000.
 - b. Felt Monona Terrace was good partner, very responsive
 6. Need to look into Event cancellation insurance for future events.
 - ii. Development staff are regrouping, looking at overall calendar for remainder of year
 - iii. New PR coordinator – Evan – starts April 1st.
 - c. Questions on Current Financials
 - i. January financials now available
 1. On budget track for year for first month
 2. Will need to watch carefully due to Covid-19 issues
4. New Business
- a. 2019 Audit Report
 - i. The 2019 Audit Report was covered in detail to prepare for the review and approval of the 990 for filing
 - ii. Unqualified opinion was received.
 - iii. Good results for 2019, very similar to expectation due to regular financial reports being so accurate.
 - iv. Congratulations to Pam and Sara for running such an excellent organization
 - b. Toto's Gala – covered in Amy's Development report
 - c. Marketing Plan – to be review next month
5. Old Business
- a. Board Member Recruiting

The Dane County Humane Society

Board of Directors Meeting – March 17, 2020 11:00 a.m.

- i. Joy Cardin – ready for Cathy to send materials. Will proceed when back to in-person meetings
 - ii. Amy Manthey still interested. Will continue to contact with her with goal of joining board sometime before the end of summer.
6. Committee Activity – Hold due to Covid-19
 - a. Finance
 - b. Philanthropy
 - c. Nominating
 - d. Board Operations
 - e. Legislative
7. Adjourn
 - a. Meeting was adjourned at 12:40PM.

Respectfully Submitted by,

Cathy Holmes
Board Secretary