

# The Dane County Humane Society

Board of Directors Meeting – February 16, 2021 11:00 a.m.

**Attendees:** Joel Davidson, Cathy Holmes, Julie Fagan, Sara Colopy (left 12:40pm), Mark Knipfer, Lilly Bickers, Maggie Premo, Laura Murray

**Excused:** Joe Goode, Joy Cardin, Amy Johnson, Shirley Crocker

**Guests:** None

**Staff:** Pam McCloud Smith, Amy Good, Sarah Linn, Doug Brown

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

1. Call to Order
  - a. Called to order at 11:05AM
  - b. Approve January 19, 2021 meeting minutes
    - i. **Motion to approve minutes by Julie Fagan.** Second by Joel Davidson.  
**Motion carried.**
2. Marketing Presentation – Amy Good and Sarah Linn
  - a. Introduction by Pam – this plan was developed with Amy Johnson and carries her support. It is active at DCHS.
  - b. Marketing Background
    - i. Public Relations + Advertising = Marketing
    - ii. Goal of Marketing is to get Supporters to take action
    - iii. Target Market varies by what we are trying to accomplish and who we are trying to speak to
      1. Review of how DCHS finds those targets
    - iv. Want to accomplish – a general sense that DCHS is here and cares about animals
  - c. Branding
    - i. Compelling non-profit brands
      1. Convinces – Head
      2. Touches – Heart
      3. Engages – Hands
    - ii. Board members
      1. Discussion on how Board members view DCHS
    - iii. Brand Identity
      1. Always using genuine, real photos with positive impact showing our caring
      2. Honor our values in our marketing
  - d. 2021 Marketing Goals (Centennial)
    - i. Raise awareness – private organization, leading the way in animal welfare
    - ii. Build our Legacy Society
    - iii. Reduce Wildlife coming to DCHS
    - iv. Increase attendance at events
    - v. Increase Thrift Store sales

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- vi. Raise awareness of adoption process – “how to”, especially with Covid impacts
  - vii. Build relationships focusing on diverse communities
  - viii. Position DCHS as a pet resource in our community
  - e. Review of Marketing / Advertising media partnerships
    - i. Including TV, Radio and Print
  - f. Marketing Tools
    - i. Web site, press releases, e-newsletters, Humane Education, community outreach events, brochures, volunteers, Information available at DCHS, new donor welcome packets, Family Tales, Direct mailings, FB, Instagram, etc.
    - ii. Excellent overview organizing all touch points into targeted Marketing Media
  - g. Board support for Marketing
    - i. Always be a DCHS ambassador
    - ii. Like and share FB and Instagram posts
  - h. Pam and Amy G. will be sending out summary of presentation for missing board members.
  - i. Sarah Linn left meeting at end of presentation
3. Regular Updates
- a. Executive Director
    - i. See Report
    - ii. City road through property
      - 1. 2 easements originally existed on property
        - a. 1 to West removed last year
        - b. 1 through the driveway – on hold
      - 2. Development plan to north created by Developer Newcomb
        - a. Included plans for new road using dog runs, right next to building and down driveway
      - 3. Engaged attorney, planning to present proposals of other alternatives for City of Madison
  - b. Development Update – Amy
    - i. See report
  - c. Animal Statistics – Doug
    - i. See report
    - ii. January usually slow, even slower this year due to Covid
    - iii. Almost 50% reduction in stats during 2020 as compared to 2019.
    - iv. Saved rates and other results similar to previous years
    - v. Still good numbers, but difficult without volunteers
  - d. Financial Report – Cathy
    - i. No new financials until after audit
4. Old Business
- a. Diversity Discussion Follow Up and Next Steps
    - i. Full update to wait for Amy Johnson to return
    - ii. Useful for committee to touch base with other organizations that are already working to increase their diversity so DCHS cannot start from scratch.

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- iii. Need to ensure committee has final approved charter and is an official Board committee.
- b. Toto's and 100<sup>th</sup> Anniversary – Pam and Amy Good
  - i. All on-target and going well. Responses have been very positive
- 5. New Business
  - a. City of Madison Roadway Dispute
    - i. Covered in ED update
  - b. Audit and 990 Planning
    - i. Final Audit documents to be presented in March
    - ii. DRAFT 990 to be presented in April for Board approval before filing
- 6. Committee Activity
  - a. Finance
    - i. Continued to work on finalizing IPS and working with UBS
  - b. Philanthropy – no update
  - c. Nominating – on hold due to diversity discussions
  - d. Board Operations – no update
  - e. Legislative – no activity other than wolf hunt
- 7. Adjourn
  - a. Meeting was adjourned at 12:43PM.

Respectfully Submitted by,  
Cathy Holmes  
**Board Secretary**