

**Friends of the Georgetown Animal Shelter
Board Meeting Minutes
Via Zoom
Tuesday February 1,2022**

Diane Murray, FOGAS president, called the meeting to order at 6:00. All in attendance except for Susan Jelmini-Haynes and Mary Treuter. A quorum was present.

Secretary's Report:

The January 2022 minutes were presented by Elizabeth Hinds. Sharon made a motion to approve the minutes as presented. JoAnna seconded the motion and it was approved by the board.

Treasurer's Report:

JoAnna Green presented January 2022's financial records. The ending balance in our checking account was \$25,544.60. The ending balance in our savings account was \$90,046.73. Our Facebook account hold \$35.00. JoAnna added \$10.00 to our Facebook account so the bank would not treat it as "inactive". There were zero expenses this month and we raised \$7,313.83. Most of our income came from recurring donations and one anonymous donation of \$5,000. Our Vanguard went down due to turmoil in the stock market. Sharon made a motion to approve the financial records as presented. Chanelle seconded the motion and it was approved by the board.

Shelter Update:

April Haughey reported that January was a slower month for intakes. There were 27 dogs adopted and 34 cats adopted. Kitten season has finally finished. The shelter started today with only 6 cats. Space for dogs is still a big concern. The length of stay increased slightly for dogs, but decreased slightly for cats.

April is in the process of rebidding the projects FOGAS had agreed to help with (cat room floors and kennel grates) since the original bids were over a year old. She should have the updated information soon and is hoping to complete both projects at the same time.

The current shelter vet, Brandy, will no longer be available after February 16. She has agreed to do the two free spay clinics that have already been scheduled. April stated that she had a promising call with a potential replacement candidate. Dr. Gibson was a referral from Texas Humane Heros and said he will be applying for the posted vet position. April has two backup plans for shelter surgeries- either utilize CAVMA or contract thru Humane Heros. She is hoping to find a suitable replacement for Brandy quickly as both back up options are expensive.

Committee Reports:

Membership/Website:

Sharon expressed thanks that both Mika and Susan expressed interest in familiarizing themselves with the membership tasks and software. Sharon and Mika are meeting tomorrow.

After an inquiry from Sharon, it was determined by Road Warrior Creative that the cheapest way for FOGAS to allow recurring donations would still cost \$200 per year. It was decided that the expense was not cost effective for now.

Nigel and Sharon with RWC determined that on our donations page there is an option to opt out of newsletters. 86% of donors have made this choice. It was decided that FOGAS needs

to respect this choice, but will be changing the opt out wording to entice people to receive the newsletter. Sharon changed the donation auto-thank you reply to a more heartfelt appreciation.

Newsletter:

Nigel agreed that we need to entice donors to receive our newsletter. It was decided that the newsletter will not mention Brandy leaving her position. As always, pictures and article ideas are welcome and appreciated.

Fundraising:

Diane announced that she will be coordinating this committee as it is a natural partnership with the presidency.

Social Media:

Debbie has started the FOGAS Instagram page. The page name is @friends_of_gtx_animal_shelter. It is now linked to our Facebook account so she can begin dual posting. Her goal is to post 3-4 times a week. She posted about the Amazon Smile program today and will be promoting the golf tournament and Amplify Austin this month.

Volunteer Coordinator:

Mika has agreed to coordinate volunteers. She is meeting with Sharon tomorrow to go over the Join It membership/volunteer software.

Marketing Plan:

Elizabeth has created a Google Form to be used when planning for events. The information gathered from these forms will be added to our FOGAS Marketing Plan. She will send out a sample of the form this week.

Upcoming Fundraising Events:

Super Bowl Scramble Golf Tournament:

The golf tournament will be held on February 13, 2022 at the Crystal Falls Golf Course. The event organizers were not able to load our project video onto their site so someone in attendance will need to promote them. Attendees will be bringing donations so we need to make preparations to bring these items back. It was suggested we make and bring a flyer advertising our Amplify Austin Campaign to the event. Elizabeth, Lucy, Joanna, Mika, and April will be attending. Details about parking and setting up will be coming soon.

Amplify Austin:

Last Year's Amplify Austin event earned a total of almost \$12,000,000. This year the AA organizers would like to see an increase in the amount of donors as well as pledges. FOGAS' 2021 goal was to earn \$5000. We were able to achieve this in part due to a matching donation from Amplify Austin. FOGAS' 2022 goal is to earn \$10,000. Board members are encouraged to become peer to peer fundraisers. Diane explained that an effective way to approach meeting our goal is to think in "concentric circles". Start with our board then move to FOGAS members then to shelter supporters finally to the public. Look for friends who work for companies that agree to match donations made by their employees. Our completed profile is due 2/12. Debbie, Elizabeth, and Diane will meet to work on it.

New Business:

Volunteer Walk Board:

JoAnna obtained a quote from Roberts Printing for \$343.15. They offer a plastic cover for the board for an additional cost. They suggest using high quality dry erase markers/erasers.

JoAnna made a motion that FOGAS use Robert's Printing to create a new walk board at a cost of \$343.15. Sharon seconded the motion and it was approved by the board.

New Play Yard Equipment:

JoAnna obtained pricing for two toy boxes, two pools, and all the needed equipment for making benches totalling \$1761.68.

JoAnna made a motion that FOGAS purchase the above equipment for \$1761.68. Sharon seconded the motion and it was approved by the board.

Martingale Collars:

April requested new collars be purchased for a total cost of \$560.

JoAnna made a motion that FOGAS purchase these collars for \$560. Mika seconded the motion and it was approved by the board.

Tik Tok:

The shelter has requested a Tik Tok account be created under FOGAS name. Creating the account using FOGAS name allows the shelter to make posts without having to wait for city approval. The account will be used primarily for advertising adoptable animals.

Diane made a motion that we allow the shelter to make a Tik Tok account under FOGAS' name. JoAnna seconded the motion and it was approved by the board.

Georgetown Earth Day Collection Event:

We have been invited to partner with the city in their Earth Day Collection event. Residents will be allowed to dispose of tires etc. with a donation to FOGAS. Money and items will be acceptable donations. The event is on April 16 and we will need volunteers. Diane will get further details from organizer.

Diane made a motion that we participate in the Georgetown Earth Day Collection event. JoAnna seconded the motion and it was approved by the board.

MOU

Sharon, Diane, and April will meet this month about the MOU. It will be up for discussion during the March meeting.

Rentsch:

Diane is still trying to meet with Rentsch to discuss event venue feedback.

Meeting adjourned at 7:35pm

Respectfully submitted by Elizabeth Hinds, Secretary