

Friends of the Georgetown Animal Shelter
Board Meeting Minutes – Tuesday, March 3, 2020

The President, Sharon Buford, called the meeting to order at 6:10 p.m.

All board members were in attendance except Susan Jelmini-Haynes. A quorum exists.

President's Announcements

Meet and Greet Social: Monday, March 16, 2020 at 5:30 at Blue Corn Harvest (\$1.00 off drinks and 1/2 off appetizers). Shawn Gunnin, Fred Watson, Jack Daly, and Diane Gaume were also invited as a thank-you for assisting us in various ways.

Secretary's Report

There were no changes to the minutes of February's meeting. Sharon Buford moved to approve minutes. The motion was seconded and approved by the board.

Treasurer's Report

JoAnna Green presented the financial reports for February 2020. The net income was \$2,302.75. The ending balance in the checking account was \$36,366.72. She reminded the board that the income from the Sun City Fair and the Berry Creek fundraiser were not included in the cash deposit. This income will be reflected in the March statement. She also reminded us that all credit card companies extract a small fee from the amount purchased so amounts charged are not amounts received. The ending balance in the savings account was \$79,986.77. Our Vanguard took a small hit this month (see treasurer's attached balance sheets for specific accounts). A question was raised as to whether this was a good time to add to this account. It was decided against adding at this time.

Shelter Update and Purchase Request

April Haughey stated that 61 dogs and 27 cats came in during the month of February 2020. Eleven animals were sent to rescue, 23 animals were returned to owners, and 56 animals were adopted during the month of February. As was discussed last month the shelter is quickly running out of kennel space. 840 dogs came in from 03/01/19-02/29/20. They stayed for 11,699 total days. The AVG LOS is 13.93 days. If you divide 11,699 by 365 (days in a year), you get 32.05 dogs per day. We have 29 dog kennels. Adding kennels will cost a significant amount of money and the city has many obstacles as to why they cannot immediately help. April asked that FOGAS please keep this need in the forefront of our minds.

A corner awning is in need of repair. The shelter has been attempting to get it repaired since September, but has had no success due to issues with the company. The cost of replacement is \$4,970. At this price the purchase will have to go to bid. If FOGAS purchases the awning there is no bid process. As a way to protect such a large investment the question of maintenance was brought up. April and Tonia assured the board that the shelter employees know the correct way to

care for and use the awning. April stated that at some point she would like the shelter to be put on the city's maintenance and replacement schedule. A motion was made to approve the purchase of the awning. The board seconded and approved the motion.

COMMITTEE REPORTS

Fundraising

Rentsch: April 4, 2020 Greeters, table assistants, announcers, and raffle basket table attendants will be needed. Baskets: Georgetown Winery, Chick-fil-A, Titos, Dinner and a Movie. Each basket will have a tag explaining contents. The mayor and representatives will be invited to attend the event.

Sun City Garage Sale: A suggestion was made that we participate in the garage sale. It was decided to table this until the fall when the board members would have more time to prepare and collect items.

Publicity/Communications

Pints for Pups Advertising: Flyer was done by Rentsch- board was concerned that it doesn't advertise that the event benefits the shelter. Kim offered to email them to see if we can add to it. She will coordinate with Lynne and April to get approval and JoAnna will get the flyers printed at Office Depot. Board made a motion and approved that 150 half sheets and 50 whole sheets be printed. Advertising will appear in/on the following publications/platforms: Rentsch Facebook and Instagram pages, Animal Shelter Facebook and Instagram pages, The Reporter insert with the utility bill, The Williamson County Sun newspaper (article and Round About section), Austin American Statesman (planner), Austin 360 (online), Community Impact newspaper, Sun City "Sun Rays" magazine, The Pints for Pups flyer distribution in Georgetown. Sharon will email board members a spreadsheet for sign-up to post flyers at the various locations. The printed flyers and spreadsheet will be at the shelter for board members to pick up and distribute. Kim has offered to sing at the Rentsch event. A motion was made and the board seconded and approved it. Kim is performing!

Yappy Hour at Berry Creek: March 20, 2020 FOGAS will have a table on the patio with our banner. We will have membership cards and sell t-shirts. The purpose is to build memberships and exposure. We were asked to bring adoptable dogs, but due to timing and it being a FOAGS event instead of a shelter event the board and shelter decided against this.

Shelter & FOGAS Events: The purpose of these events is to build memberships and exposure as well as educate the public as to the difference between the shelter and FOGAS.

March 7, 2020 Pupology - Naomi, Sharon will attend.

March 17, 2020 at Gary Park Dog Ranch, 10 am-1pm - Kim and Elizabeth will attend.

FOGAS Facebook page: Nancy has asked that a FOGAS Facebook page be created. Discussion followed about social media vs. website. April raised concern about how the board would have

enough content to keep the page current without it being confused with the shelter's social media's pages as has happened in the past. Nigel and Nancy are going to research other friends' pages and report back to the board. Sharon has asked that a Facebook page be tabled for now and for the focus be placed on the new website.

FOGAS brochure: The final draft went to printer 3/3/2020. Once printing has been completed Sharon will leave a copy in the shelter for board members to see.

FOGAS business cards: Some businesses have seemed leery of us posting flyers or soliciting donations when we don't have a brochure with us. Business cards are easier to carry and look professional. They also give credibility. They can be printed very inexpensively (1000 for\$79). Sharon motioned to have them printed. The motioned was seconded and approved by the board.

Website

Sharon will meet with Diane and stress the importance that the website launch by 3/15. April will proof the site before that time. The following board members will be in charge of monitoring email inquiries from the website:

Kim - volunteering for Friends

Diane - membership

Sharon - "Contact Us"

Sharon also confirmed that the following board members will chair the FOGAS board committees:

Kim and Naomi - Fundraising

Diane and Lynne - Publicity

Lynne - Holiday Decorating

Sharon - Friends Website

Membership/Volunteer Tracking Lists

The Board will be using Join It software to sort interest information from our blue membership cards. The software will allow us can easily contact new members and get them involved as quickly as possible. Tonia and Nigel will be inputting the blue cards after events and sending thank you cards and decals when necessary. When board members are at an event they need to be sure to proofread cards for legibility and mark if a decal and thank you were given.

Meeting adjourned at 7:39 p.m.

Respectfully submitted,

Elizabeth Hinds, Secretary