

Friends of the Georgetown Animal Shelter
Board Meeting Minutes – November 13, 2020

The President called the meeting to order at 6:08 p.m. The meeting was conducted via Zoom.

Present – President Sharon Buford; President-Elect Diane Murray; Treasurer JoAnna Green, Directors: Tonia Hermann, Nancy Jacobs, Lynne Rednour, Naomi Vitti, Nigel Wingate; and Animal Services Manager April Haughey. Also present was Jack Daly, Manager, Community Services Department, City of Georgetown. A quorum exists.

Absent – Secretary Elizabeth Hinds; Directors Kim Andersen and Susan Jelmini-Haynes

President’s Announcements - Our secretary Elizabeth Hinds was absent as her father is in the hospital with Covid and quite ill. Elizabeth has some health challenges of her own so caring for her dad at this time will be challenging. Sharon offered to send her a card on behalf of our board. Sharon then announced that Lynne Rednour will be stepping down from the board effective January 1, 2021. Lynne shared what has been happening with their business and her need to take a more active role in it. She will continue to be a Friends volunteer and will help out at the shelter and at our events. We all thanked Lynne and value her contributions in so many ways over the past several years.

Secretary’s Report – There were no changes to the October minutes. A motion was made and seconded to approve the minutes. All members accepted the minutes.

Treasurer’s Report – JoAnna presented the October financial reports. She highlighted that Belle’s surgery cost \$2,610.09 and that the Vanguard account had taken a hit since last month but recovered and was at \$62,486.99.

OLD BUSINESS:

Vote on revisions to the By Laws – The motion to accept the revisions in the By Laws regarding the change of the office of President-Elect position to Vice President was seconded and passed. The VP position is for two years.

Vice President Vacancy – Sharon shared that two people had been nominated for the position of Vice President but had declined. A discussion of whether the position could remain vacant and for how long followed. Diane Murray nominated Naomi Vitti to be Vice President. We were all very happy that she accepted the nomination. The nomination was seconded and passed unanimously.

We briefly discussed the obligations of board members, particularly regarding attending meetings and what Friends does in relation to the shelter. Sharon offered to talk to a couple of board members who have missed several meetings.

NEW BUSINESS:

2021 Planning Workshop – The remainder of the meeting was a brainstorming workshop to plan for 2021 and into the future. Prior to the meeting, Sharon collected the board members' ideas, comments, and research for workshop topics. Sharon summarized the information and distributed it to all members several days prior to the workshop. The topics fell into three broad categories: fundraising, membership/volunteer engagement, and marketing.

Fundraising

Sharon and JoAnna shared financial data (revenues and expenses) that Friends has over a usual year. This information, along with estimates on future needs helped the board members understand how much money we need to raise each year going forward. It was suggested that the president put together an annual report at the end of the year. April informed us that the shelter is scheduled for a remodel in five years based on city plans and that Friends might want to assist in that facelift in some way when the time comes.

We discussed what fundraising events have been successful in the past. It was suggested and everyone agreed that the support of Rentsch Brewery has been significant and a connection we would like to maintain. Naomi will contact them regarding a possible event next fall. The fundraising event we had planned at Rentsch in April 2020 had to be cancelled because of Covid.

We discussed virtual fundraisers. Amplify Austin and Strut Your Mutt. Sharon had looked into these events and Nancy had some information on each as well. Amplify Austin Day is March 4 - 5, 2021. We decided to pursue participating in Amplify Austin Day. Sharon will work with JoAnna to register Friends with I Live Here I Give Here (the umbrella nonprofit that organizes Amplify Austin Day). The annual registration fee is \$195. Strut your Mutt is a basically a virtual event that is held in the fall and runs over several weeks. Friends should be able to apply what we learn from Amplify Austin Day (a virtual/social media fundraising experience) to Strut Your Mutt.

Membership/Volunteer Engagement

We discussed ways to encouraged the staff of the shelter. The staff consists of 13 people and they welcome words of encouragement, thank you notes, and food gifts showing our appreciation for their great work.

Throughout the meeting we talked about an on-line newsletter to keep supporters informed on what we are doing and ways to help the shelter. Nigel volunteered to work on the newsletter, offering to do the writing if some help could be found for graphics.

There was also mention of a member/volunteer appreciation get-together. The group liked this idea but decided it would have to wait until the coronavirus passed.

Marketing

Discussion of the previous topic overlapped into a discussion on how to amplify our on-line presence. Our Facebook site has been well received and Nancy keeps that well updated but we

discussed the need to be present on Instagram and possibly other platforms thereby attracting other audiences. Tonia mentioned that Elizabeth has a lot of knowledge and experience using Instagram. Tonia is willing to work with Elizabeth on further social media development. All social media must be monitored by the shelter to be sure the content reflects the shelter.

This was all part of the discussion of how to grow our membership, keep members informed about what is happening and needs, and to report to the community what good has been accomplished. We want to grow our numbers and have more visibility in Georgetown.

April offered to share an example of a three-month rolling calendar that the shelter staff uses to track shelter events. The document lists each event along with the planned, scheduled, and completed activities for each event. Friends might adopt this tool to track Friends' events.

Concluding Remarks

During the week of GivingTuesday (Dec 1 – 5) Friends and the shelter will be participating in a donation drive to fill the adoption trailer.

Our next board meeting will be Dec. 1, 2020 at 6:00 via Zoom.

There being no more business, a motion to adjourn was passed at 8:35 p.m.

Respectfully submitted,

Diane Murray
President-Elect