

**Friends of Georgetown Animal Shelter  
Board Meeting Minutes-Tuesday, December 1,2020**

The President, Sharon Buford, called the meeting to order at 6:05. All in attendance except for Kim Anderson. A quorum is present.

**Secretary's Report:**

November's meeting minutes were approved by the board as presented. JoAnna Green made the motion to accept the minutes and the motion was seconded by Lynne Rednour.

**Treasurer's Report:**

JoAnna Green presented the financial reports for November 2020. The September and October reports were adjusted to reflect Facebook donations. Our total income for November was \$2,674.87 The ending balance in our checking account was \$23,448.95. The ending balance in our savings account was \$80,024.95. Our Facebook account had \$25.00. Our Vanguard account made gains (see treasurer's attached balance sheet for specific account balances). Friends paid \$2610.09 for Belle's surgery. Our donation plea on Facebook garnered more than the necessary amount for Sweet Pea's surgery. Friends has no more expected expenses at this time. JoAnna is preparing a yearly report to be presented at January's meeting.

**Shelter Update:**

April Haughey reported that the staff was very happy about having treats in the break room. The staff appreciated Friends' effort. At this time the vet position is still open and April is actively recruiting. The Giving Event is already showing to be a success. Amazon wish list items are being delivered to the shelter. The trailer is stuffed full of donations. At this time there are \$1802 in monetary donations. This is amazing for our first day! It was reiterated that checks written to the Georgetown Animal Shelter can be deposited into the Friends account. It was decided that all funds collected during the Giving Event will be turned over to Friends. A recurring issue is causing some items to be returned to Amazon due to shipping address confusion. Some carriers are having difficulty delivering items to the physical address instead of the PO Box.

**Committee Reports:**

**Fundraising:**

Naomi Vitti reported that she hasn't been in touch with Rentsch as she is in need of better contact information. Friends is looking to reschedule the event for Fall 2021. The idea to combine the dog walk and Rentsch event was brought up. Possible venues and necessary permits were discussed. Nancy, Susan and Naomi will look into it further. Tony brought up that we are potentially losing possible donations by combining the two events. All pros and cons will be discussed in the future. JoAnna has paid our entry to ILHIGH for Amplify Austin occurring in March 2021. She is still waiting to receive final approval from ILHIGH. Nancy further explained the process for entry. JoAnna and Sharon will meet to complete any missing pieces of our

registration. Diane and Elizabeth will attend the ILHIGH workshop on January 27,2021.

**Publicity/Communications:**

Nancy reports that we have 1838 Facebook followers at this point. The page is getting much more engagement due to this amount of followers. Elizabeth and Tony will be starting a Friends Instagram Page. They will meet with April to discuss guidelines for posts including the shelter.

**Friends Website:**

Sharon has been in contact with the website developer. They plan meet so Sharon can to learn how to update the Friends website. If we spot typos or errors while looking at the website please let Sharon know.

**Membership/Tracking lists:**

Nigel volunteered to write the newsletter but has asked for our help with graphics. Mailchimp will be used to create and distribute the newsletter. Topics may come from social media, but board members are asked to contribute ideas as well. The newsletter will come out seasonally (4 issues a year). Sharon is developing a year end report that will include financial reports and success stories. The purpose of this report is to highlight our successes as well as maintain transparency regarding our financials.

**Holiday Decorating:**

Decorating is not occurring this season due to Covid. Lynne hopes that it will be continued in the future as it adds to staff morale and creates a festive environment for our clients.

**New Business:**

**Marketing plan:**

April shared the shelter's 3 month rolling marketing plan. Nancy has developed one for Friends modeling it after the example April shared. The plan will be shared at each meeting and be used to manage progress on upcoming events. Nancy compared it to a rolling checklist. Progress updates should be emailed to Nancy so she can update the plan.

This is the final board meeting for Lynne and Sharon's final meeting as president. Both have made many contributions to Friends and will be greatly missed.

Our next meeting is scheduled for Tuesday January 5, 2021 at 6:00.

Respectfully submitted by Elizabeth Hinds

