

**Friends of the Georgetown Animal Shelter
Board Meeting Minutes- Tuesday, January 5,2021
Via Zoom**

The president, Diane Murray, called the meeting to order at 6:03. All in attendance except Nigel Wingate. A quorum is present.

Friends Website:

Chris Hinds of Road Warrior Creative joined the meeting in order to answer questions about the work order he provided for website maintenance, news letter, and annual report support. They are a local business who work closely with nonprofits and have been in operation since 2016. They offer "anything digital marketing" but we have asked them to focus on the FOGAS website.

Chris reports that the sequence of events is: familiarize with setup, initial call with the team to discuss the vision for our annual report, website, and newsletter, then initiate training. He can begin trainings the week of January 15, 2021. He estimates that 8 hours would be required to meet our needs. Our bill would be adjusted at the end of the project. Sharon has agreed to be our contact person.

During the project we will have access to a project management page in order to monitor completed hours. The bulk of time will be dedicated to our goals with a maximum 2 hours spent on becoming familiarized with the website. We will not be billed if more than 2 hours are needed.

To transition from our prior website developer Chris requires 1) an administrator account on Wordpress 2) an administrator account on our web host 3) administrator DNS access.

To begin he will send us a DocuSign to sign work order and expects 50% of his fee upfront.

Chris agreed that Mailchimp and Joinit would both work well for our distribution needs. He suggested using GiveWP or a shortened link to our e-commerce account for donations on Instagram.

Following the completion of our project there is a support email address that can be used for follow up questions- to be billed hourly the next month. If we prefer we can buy a prepaid amount of hourly support.

Sharon Buford contacted several prior customers. Two companies raved about their performance and highly recommended them. One stated that he felt they were too expensive and Wordpress was too complicated. This customer also suggested making sure the contract is very detailed to avoid surprise charges later.

Sharon reported that Road Warrior Creative responded quickly and have a 'return calls within 24 hours' policy.

Susan Jelmini-Haynes made a motion that we move forward and adopt the Road Warrior Creative work order for 8 hours of website assistance for \$1200. The motion was seconded by a member and approved by the board.

Secretary's Report:

Joanna Green made a motion to approve December 2020's minutes as presented. The motion was seconded by a member and approved by the board.

Treasurer's Report:

Joanna Green presented the financial records for December 2020. Our net income was \$6809.57. The ending balance in our checking account was \$30,258.52. The ending balance in our savings account was \$80,029.00. Our Facebook account had \$25.00. She was very pleased by the large amount of donations in December. Please see the attached balance sheets for specific details on all accounts and our Vanguard. Susan Jelmini-Haynes made a motion to approve the treasurer's report as presented. The motion was seconded by a member and approved by the board.

Marketing Plan:

The plan will be discussed at next month's meeting, but Nancy will add the information about the ILHIGH workshop occurring in January.

Shelter Update:

April Haughey reported that the shelter had a 49% adoption rate in December. Due to the increase of Coronavirus the shelter is allowing minimal volunteers at this time. April suggests that we use the shelter's wishlist and list of planned projects as our fundraising focus. We don't necessarily need a firm estimate of the amount of money needed to do this. April stated that the strongest candidate for the shelter's vet position withdrew her application. They are currently brainstorming ideas on how to get the job out to public as they are not getting many leads or applications. WILCO said that it took them a long time to fill their position as well.

Committee Reports:

Fundraising:

Naomi Vitti reported that she and Rentsch will discuss rescheduling our event to a Saturday in September. She asked that the dog walk be added to next month's agenda

Membership/Volunteer:

We added 4 new members and \$1200 in memberships last month. We need to offer a member event at some point to encourage new members and retain old ones.

Instagram:

Elizabeth and Tonia are having difficulty adding a donation function to the page. They will research the options that Chris Hinds suggested and report back next month.

Meeting adjourned at 7:27

Respectfully Submitted by Elizabeth Hinds, Secretary