

Friends of the Georgetown Animal Shelter Board Meeting- Tuesday, February 2, 2021

The president, Diane Murray, called the meeting to order at 6:01.
All in attendance . A quorum is present.

Secretary's Report:

Nigel Wingate made a motion to approve January's minutes as they were presented. The motion was seconded by Nancy Jacobs and approved by the board.

Treasurer's Report:

JoAnna Green presented the financial records for January 2021. Our January income was \$2,400.91. The ending balance in our checking account was \$32,033.43. The ending balance in our savings account was \$80,029.00. Our Facebook account had \$25.00. She reported that our Vanguard lost a little under \$500. Our income increased this month and we acquired two more lifetime memberships. A board member made a motion to approve the treasurer's report and Sharon Buford seconded. The motion was approved by the board.

Shelter Update:

April Haughey presented potential fundraising project ideas along with their projected costs (when available):

Temporary dog kennels- \$62,000

HVAC for dog kennels- \$40,000

Flooring for the cat/tech area- \$45,000

Badge access added to the staff and volunteer entrance security gates- \$6,000

Redirect water that floods area in front of dog kennels by adding downspouts- \$1,700

Repair the rusted portions of the chain link fencing along the dog kennels as well as rusted portion of the kennel area doors

Replace the dangerous drain covers in dog areas

The flooring, rust, and drain covers were noted on the last state inspection report and need to be corrected. Several of these projects have been presented to facilities, but the shelter has not received the budget yet. It is very difficult to get city funding. April suggested using these projects in any future fundraising marketing and in our Amplify Austin campaign. She stated

that the two biggest needs are the flooring, as it poses a health risk due to difficulties in sanitizing, and the drain covers.

The shelter uses a product called Rescue to sanitize and deep clean. Melissa tested the shelters dilution and found that the concentrations were off. Now that it is being used appropriately it needs to be bought more often. The shelter is asking for \$795.10 to add to their supply of Rescue. Nancy moved that Friends provide the funding for this need. Sharon seconded the motion and it was approved by the board.

Melissa and April phone screened another candidate for the new vet position. She would be able to update our medical protocols and seemed like a good fit. She is starting a mobile vet clinic and can only commit to 3-5 years. That would be an appropriate amount of time to get the position established and isn't considered a disadvantage to hiring her. The only issue is her availability of 2 days a week. The candidate is going to discuss this with her business partner in hopes of adding another half day to her schedule. April will follow up with her. Since the position is pre-funded the shelter was able to significantly raise the hourly rate. The candidate that withdrew her application may be interested in the position again due to the new rate. April is waiting to hear from the current candidate before following up with her.

Marketing Plan:

The plan is current and Nancy will continue updating it as needed.

Committee Reports:

Fundraising:

Elizabeth, Sharon, and Diane attended an Amplify Austin workshop via Zoom last Wednesday. This online event raises huge amounts of money for non profits. It will occur March 4-5 this year. The workshop was an overview of how the event works, who would be participating, and gave us a profile of who typically donates. The workshop also gave us tools to design our own fundraising site. The presenter suggested setting two goals: a monetary goal and a donor goal. It was decided that our goal for this year would be \$10,000 and 200 donors. Advertising will begin 2 weeks before the event (kickoff 2/18/21). Nancy will create a Facebook event now so people can begin donating. Nancy moved that when creating our Amplify Austin page we put together a story of the work FOGAS does in order to meet our fundraising goals. We will do this following Amplify Austins donor level algorithm. The motion was seconded and approved by the board.

Publicity/Communication:

A sample newsletter was distributed by Nigel. Feedback about the sample was all very positive. April asks that the newsletter highlight Friends first then move on to other current volunteers. Nigel asked for us to contribute content. After brainstorming the pet pantry and Amplify Austin were added as possible topics. He also asked that we remind others to join FOGAS so they can receive the newsletter.

Sharon, JoAnna, Nigel recently attended training by Road Warriors Creative on website maintenance. The attendees agreed that this maintenance would be best left to a professional. Nigel moved that we pay RWC \$157 a month for this service. Nancy seconded and the board approved the motion.

Sharon reports that the annual report has been added to website.

Membership/Volunteer Tracking Lists:

Sharon commented that there is nothing new to report.

New Business:

Due to time constraints the dog walk will be discussed at a later meeting.

Tom Olson (president of Sun City pet club) passed away. JoAnna sent a card on behalf of Friends.

Meeting adjourned at 7:23

Respectfully Submitted by Elizabeth Hinds, secretary