

Friends of the Georgetown Animal Shelter
Board Meeting Minutes- Tuesday, March 2, 2021
Via Zoom

The President, Diane Murray, called the meeting to order at 6:00 p.m. All are in attendance and a quorum is present.

Secretary's Report:

Nigel made a motion to approve February's minutes as presented. JoAnna seconded the motion and it was approved by the board.

Treasurer's Report:

Joanna presented the financial records for February 2021. Our net income was \$1,935.78. The ending balance in our checking account was \$34,003.81. The ending balance in our savings account was \$80,029.00. Our Facebook account had \$25. Joanna reported that our yearly taxes and Comptroller report have both been completed. We acquired six memberships in February. The credit card expenses for web costs and cleaning solution will appear in March's report. Sharon made a motion to approve the report. Susan seconded the motion and it was approved by the board.

Shelter Update:

After much thought and conversation about the part time vet position April and Melissa decided that it would be a mistake to pass up on an ideal candidate due to schedule concerns. Their preferred applicant is only able to work 16 hours a week (2 days a week). Typically a part time position is 19 hours. Jack is confident that he will be able to get this schedule approved. The candidate is still interested in the position and is meeting April (in person) on March 12.

Several needs surfaced during the winter storm we experienced in mid February. It was difficult for staff to travel to the shelter and they were anxious about leaving the animals alone during power outages and extreme cold. A generator and supplies for overnight stays would have been valuable during this time. During the expansion storage for these items needs to be considered-perhaps a carpeted room? April asked that FOGAS keep these needs in mind as the budget is unlikely to cover them. A suggestion that we fundraise during Giving Tuesday 2021 for winter storm supplies was made.

Marketing Plan:

There is nothing new to add to the report. This position is now open.

Committee Reports:

Amplify Austin:

Sharon reports that \$700 has already been donated. She asks that board members please make friends and contacts aware of the donation period. Board members are also asked to provide feedback to the Amplify Austin committee.

Membership/Volunteer:

Sharon reported that we started using Joinit one year ago. In February 2021 11 memberships were set to expire. A week before the expiration Joinit sent a renewal letter. 3 renewed at same membership level, 1 renewed at higher level, and 7 did not renew. With the addition of 4 new members in February we now have a total of 20 active members. At some point we need to hold an appreciation event for our members. It was decided that this would be a natural time to reach out to expired members. A suggestion was made that we use one of our followup sessions with Road Warrior Creative to learn how to add subscribers to our newsletter, as well as, how to add the newsletter to our website.

Newsletter:

Nigel reported that the newsletter needs a wider audience. Various ways of distribution and subscription were discussed. He requests that every board member add content and has decided to limit reviewers to Sharon and April.

Friends website:

Sharon reported that our site migrated to road warrior on February 24. It was a smooth transition and the site works much faster now. Sharon would like to freshen the site with updated pictures and include a picture of our current board members.

Instagram:

There is still an interest in developing a FOGAS Instagram page. More information is needed about effectively fundraising on this platform.

Future Fundraisers:

Naomi suggested we put the Sun City dog walk on hold. We are still waiting to hear from Rentsch about a firm September 2021 date. April suggested that we focus on two or three main fundraisers per year. This will help us use our resources more effectively. We can fill in immediate needs using a social media campaign.

Facebook Page:

This position is now open. Nancy Jacobs was removed as administrator. Shawn Guinn is posting in her place during the Amplify Austin campaign.

New Business:

Our board member, Nancy Jacobs, unexpectedly passed away in February. A motion to purchase a large memorial brick in her honor was made by Susan. The motion was seconded by Sharon and approved by the board. The brick will be placed in the front walkway of the shelter. Tonia volunteered to design the brick and to send out options via email for the board to vote on.

JoAnna sent Nancy's family a sympathy card on behalf of FOGAS.

Meeting adjourned at 6:45

Respectfully submitted by Elizabeth Hinds, Secretary