

LINCOLN COUNTY HUMANE SOCIETY

REGULAR BOARD MEETING

March 17, 2011 5:00 p.m.

Lower Level Conference Room, Merrill City Hall – Merrill, WI

Executive Committee Members Present: Patrick Hoerstmann, Kari Kercher, Tina Larson, Sarah Litzer

Board Members Present: Johanna Hoerstmann, Susan Taylor

Appointees Present: Kandy Peterson, Ramona Pampuch

Staff Present: Liz Friedenfels

Absent:

Public Present:

Meeting was called to order at 5:00 p.m. by President Patrick Hoerstmann.

Discuss/Approve Minutes from previous meeting: Ramona moved to approve the minutes, Kandy seconded: motion carried.

Discuss/Approve Financial Report: Pat clarified that Liz prepares the Profit & Loss Statement as well as the Balance Sheet. Sarah moved to approve, Jo seconded the motion. Payroll was unusually low and possible reasons were discussed. Kari noted that money received through collection boxes was not being reflected as she expected and she suggested simply putting it through with “donations banks.” Motion to approve the financial reports carried and then several financial issues were discussed.

Kari brought forth a letter from the **Wisconsin Dept. of Revenue** indicating that a penalty was owed for 4th quarter of 2010. There was discussion on the possible cause. Janet (Kathy’s assistant) & Kathy (of RAJ accounting) were checking into this. Everyone was urged to move quickly when these types of things arise and notify the accountant immediately – then inform everyone else of the situation. Pat pointed out that our position looked particularly positive at the end of last month, but that this was due to the timing of major annual payments being made.

There was also discussion of the **Spay-Me** financial report prepared by Susan. As of next month, we should be covering our costs by providing the Spay-Me services to the community – and we will also be working with Langlade County to include community animals. There are articles coming on this program in the FotoNews, the Tomahawk Leader and the Wausau Daily Herald and Channel 9 is doing a feature on it as well, so publicity is in place. Susan noted that many of the animals signed up for Spay-Me services are older, and this supports

the idea that owners do want their animals spayed/neutered and will do it when it is financially feasible. Susan will continue to provide us with a breakdown of the Spay-Me cash flow.

Adoption fees have been stabilized and will need to stay in line with PetSmart (who increased their prices) since we are cooperating with them on cat adoptions.

Kandy asked for explanation of the “cremation” expense in the financial report. Liz explained the procedures for dealing with animal corpses and how various expenses are incurred.

Shelter Report: Regarding adoption fees, Liz noted that some shelters differentiate by animal age. There is an avian rescue in Hubertus which assisted us with the doves in February. Both cat and dog numbers are low, but some of the current animals will be difficult to place. There was some discussion about increasingly aggressive behavior in the difficult animals who have been in our care for an extended time and the effect of this on the staff as well as public perception. Pat raised the issues of safety and liability as well. It was generally agreed that honestly explaining the issues behind any animal being euthanized was the best way to handle inquiries. Pat asked if we could have a more detailed (daily) record of the animal numbers so that we can compare this with capacity and staffing as well as with public contact numbers. Tina asked if there were other tasks that could be performed by the Lincoln Hills cadets.

Board Member Reporting Duties: Minutes – Sarah; Agenda – Pat; Shelter Reports – Liz; Budget Tracking (comparison) – Kathy (@RAJ)? Pat asked that last month’s report be given to Kathy as an example in order to have it generated; Best Practice is for each of us to copy everyone on any reports/concerns generated. Distribution: Pat will consolidate all documents with Adobe and then forward it to each of us. Use Pat’s work e-mail; use Kari’s home (charter.net) e-mail, rather than Kari’s phone (gmail). Pat will get documents to Dan Leydet and Bill Heidemann as well. Our reports are being included with City/County reports for their meetings.

Banking Documents: Authorized signatories will be the President, the Treasurer and the Shelter Manager. The setup on our bank account currently requires only one signer. It was agreed that maintaining 3 people as authorized signatories would be sufficient and because we are all closely monitoring monthly financial reports, we will continue to operate with only one signature on checks. A board member will sign the payroll checks, but Liz will pay bills. Kari will arrange with the bank to have the authorized signers updated, and signers will then have PIN numbers set up.

Fund Raising/Grant Writing: Pat & Jo are putting together a calendar to coordinate the events. Jo will act as general coordinator for all of the fund raising events. The rummage sale is our next event and the armory still needs to be reserved for Friday and Saturday. Liz will contact them again and inform us of the status, as well as any “do’s & don’ts” (kitchen use, etc.) Other venues were discussed as well. It was agreed to communicate via e-mail to handle arrangements for the rummage sale such as ad placement. Other future events need to get booked soon as well. Tina brought information for the Tomahawk Chamber’s events & membership as well as the Star Foundation grants. The deadline for the Star Foundation’s next grant is April 22. The suggested purpose might be shelter management software. Liz will fill out the forms and attach the information, and Tina will hand-deliver the application to the Chamber. Cari Sauter will be running a bake sale at My Feed Store on Easter weekend.

Kari asked for volunteer bakers. Many other potential fund-raising projects will need to be discussed at future meetings.

Membership: Memberships are down and have generated only around \$3000 so far this year; a follow-up mailing was discussed. The question was raised as to whether this task was a secretarial duty or a fund-raising activity. Window decals (this year's gift) may be sold at future events or given out with adoptions if there are leftovers.

Newsletter: Liz presented some new ideas to focus more on families and kids. Liz will send things out for feedback. Rhonda handles the layout. The April newsletter will be sent out to non-current members as well, in the hope of generating a few more renewals. Future articles will cover when to leave wildlife alone as well as the advantages of SNAP testing.

Adoption Costs: (see shelter report)

Spay-Me Update: (see financial report)

Snap Testing: Staff is staying current with all cats, with no more than one day's delay depending on staffing.

Redemption Fees: There was brief discussion of other shelters' redemption policies and our policy requirements. Questions to consider: How effective is our policy? Is it enforced? Are there any negative ramifications? Discuss ideas via e-mail and "copy" everyone on any message/reply.

Shelter Hours: Liz reported that she discussed the possibility of Sunday hours with staff and it was not well received. This was a misunderstanding: the board was looking for information on which days were busiest/slowest in order to adjust public hours/staffing/payroll. Jo asked about the effect on our animals of staying closed on Sunday. The use of timers was suggested for radios/lights in order to maintain routine conditions for the animals. If closing an extra days has an adverse effect on the animals' welfare, we would not proceed in that direction.

Grant Writing: (see fund raising item)

Transition/Task List: PayPal has transferred to Kari. The shelter staff now has logins & passwords, so they have taken over updating the website and are making some small changes. Liz maintains the domain name and contact with Tony at the Angel Anthony Group. Kari will also handle the Thank Yous for donations since she has the necessary information. Liz will coordinate/manage the newsletter as well as the monthly newspaper columns, so ideas should go to her. Pat asked about regular informational radio spots; they should be considered in the future for specific events. Pat will take care of the raffle licenses. Jo will spearhead the rummage sale & fund-raising events. Kari would be the go-to person for graphic design items such as banners, flyers, stickers, etc. Liz will handle notices in the newspapers. Christmas card list will be reviewed later in the year. Documents for the Board of Director meetings will go to Pat and he will assemble them into one PDF. The accountant needs to be updated on the Contact List. (This transition list should be expanded to cover all of our tasks and show which position is responsible for which task.) The I-Give account is a donation program where a percentage of sales from sponsors is donated to us. Liz is receiving the reports via e-mail. Facebook is being updated on a daily basis by shelter staff.

The finance committee will meet with Kathy in the near future, after which the budgeting process will be started. Pat will attend city/county meetings as needed (when requested) and Ramona will keep us informed of relevant and upcoming issues, especially as regards scheduling finance paperwork and obligations. Pat will take care of the county contract.

Board of Directors Member Application: Sarah distributed copies of a prospective board member's application. Jo and Tina will contact her and invite her to the next meeting. There are two general seats open and one seat open for a Town Association representative.

Adjournment: Ramona moved to adjourn, Kandy seconded the motion. The meeting was adjourned at 7:25 p.m.