

HUMANE SOCIETY OF THE OHIO VALLEY, INC.
REGULAR BOARD MEETING MINUTES
March 3, 2021

REGULAR MEETING, Virtual, 6 pm

Present: Ethan Gerber (President), Leight Murray (Vice President), Mike Montgomery (Treasurer), Jim Raney (Secretary), Amber Dennison, Esther Salem, Flite Freimann and Keri Stan (Directors), and Scott Hatfield (Manager).

Public Comments: None.

Approval of Minutes (attached): Motion made by Ethan Gerber, seconded by Mike Montgomery. Motion passed unanimously.

Officer Reports:

- **President.** None.
- **Vice President.** Leight Murray noted that the Marietta Noon Rotary Club plans to start their shelter enhancement project in July. It will build roofing over outdoor dog kennels to protect from weather.
- **Secretary/Information Technology Officer.** Jim Raney reminded Board members that annual dues should be paid as soon as possible to remain a member in good standing. Mike Montgomery noted that he has completed permanent wiring of the outdoor security cameras. All security cameras are now permanently wired for power to keep their batteries fully charged.
- **Treasurer/Assistant Treasurer.** Mike Montgomery discussed the treasurer's report of monthly and fiscal year-to-date profit/loss statements showing income and expenses, fiscal year-to-date budget reconciliation statement, QuickBooks and checking account balances, and our Marietta Community Foundation account balances. He noted a \$10,000 donation received and high expenses incurred for legal services in February.

Approval of Treasurer's Report (attached). Motion made by Ethan Gerber, seconded by Keri Stan. Motion passed unanimously.

Shelter Manager's Report. Scott Hatfield noted that the shelter has numerous evidence animals and minimal capacity for additional animals. He discussed a complaint about a cat that was processed in accordance with our procedures and rescued/adopted per those procedures. The sense of the Board was that we have followed the proper procedures and cannot recover the cat for the former owner. There is a job announcement on Indeed for a full-time Shelter Operations Assistant Manager.

Committee Reports:

- **Operations (attached).** Amber Dennison noted that the top areas of focus for 2021 are Animal Care and Enrichment; Animal Length of Stay Decrease; Customer Service Training and Focus; and Fast Track/Slow Track Animals upon intake to increase adoptions. Progress is being made on developing and improving the Shelter Operations Manual.
 - Cats/Kittens. In February 2 were returned to owner, 27 were adopted, 9 were sent to rescue organizations, 17 were in foster homes, 19 were in long-term/medical foster home care with Frances Meckel, and 36 were spayed/neutered. We have 40 appointments for feline spay/neuter surgeries in March 2021.

- Dogs/Puppies. In February 5 were returned to owner, 14 were adopted, 2 were sent to rescue organizations, and 22 were in foster care.
- **Personnel**. Jim Raney noted that the Employee Handbook is being reviewed by our corporate attorney. Results of the review should be available later this month.
- **Facilities**. Mike Montgomery noted a roofing issue has been fixed, dryer has been fixed, filters have been changed, LED lighting for ceilings has been procured but not yet installed, and consideration is being given to ordering another load of gravel for the lane/parking lot. He recommends pea gravel, rather than limestone, for more lasting service.
- **New Building and Renovations (attached)**. Leight Murray noted that a proposed floor plan has been developed for board consideration. The 20,000 square foot building would replace our current 9,000 square foot facility at a cost of \$3 million, plus or minus 40%. When a building site is identified and the Design Development Phase begins, the floor plan will be developed further, and cost estimates will become more accurate. Next steps include meeting with various organizations and individuals to identify a building site and develop community support for a capital campaign needed to fund the new facility.
- **Finance and Budget (attached)**. Leight Murray reported that our Payroll Protection Program (PPP) 2.0 forgivable loan application has been submitted. He expects a decision on approval or disapproval within a month or so. He continues to seek volunteers for subcommittees:
 - Membership. Chairperson is needed to help identify coordinated timetable to conduct Membership Campaign and expand membership enrollment via presentations to social and fraternal organizations in Washington County and widespread distribution of general HSOV information and the HSOV membership application.
 - Volunteers. Chairperson is needed to help develop a plan to revitalize the Volunteer Program and expand volunteer recruitment and enhance volunteer training and retention.
 - Donor and Sponsor Recruitment. Chairperson is needed to identify and expand individual donor base and corporate donor base.

Membership Report

<u>February Subscriptions.</u>	2021			
Junior Members	0			
Subscriber Members	1			
General Members	1			
Lifetime Members	0			
Corporate Sponsors	0			
Kennel Sponsors	0			
<u>Current Subscriptions.</u>	2021	2020	2019	2018
Junior Members	3	1	1	0
Subscriber Members	11	4		
General Members				
New	11	15		
Renewals	16	21		
Total	27	36	44	51

Lifetime Members				
New	1	3	1	
Previous Year	22	20	20	19
Deceased	0	1		
Total	23	22	20	19
Corporate Sponsors	3	0		
Kennel Sponsors	8	2		

- **Administration.** Jim Raney reported that the HSOV Corporate Document Repository is online. He has given read-only access to all Board members, Amy Rogers, and Scott Hatfield. He requests that any problems encountered in using the Repository be reported so he can work on fixing them. He plans to continue adding documents to the Repository and requests suggestions on what to add.
- **Public Relations (attached).** Keri Stan reported the committee meets monthly on the 3rd Monday at 6 pm and invited all Board members to attend. Committee goals and progress follow:
 - Communication. Establish an email marketing program. Constant Contact sent 80 email messages with monthly newsletter in February, of which 52% were opened and 18% were clicked to review.
 - Public Outreach to WSCC. Create awareness at Washington State Community College. Develop ideas for student internships or other ways to partner with the college business department.
 - Public Outreach to MC. Create awareness at Marietta College. Develop HSOV marketing brochures with assistance from the college marketing department.
 - Public Outreach to Vet Hospitals. Build rapport with local veterinary systems. Schedule icebreaker meetings with staff.
 - Public Outreach via Social Media. Use social media for recruiting volunteers, members, donors, and sponsors. Create graphics and schedule monthly calls to action.
 - Marketing. Standardize and schedule messaging to all public outreach channels. Collaborate with Board committees on content and timing of the messaging. Create a master marketing plan.

Sharon Paul reported on following areas:

- Facebook. We have 25,693 followers of HSOV Main Page and 15,348 followers of HSOV Group Page on HSOV’s Facebook pages. Spammers/hackers/bots requesting membership on the HSOV Group Facebook continue to be a source of concern (and frustration). Literally hundreds of requests are being received each week and deleted/blocked by manually sorting through the requests.
- Online. Photographs of new dogs and cats are taken daily and both strays and owner-surrenders are posted on Facebook, Petfinder, and Adopt-a-Pet. Adoptions/rescues/reclaims are updated on all three sites throughout the day. Winter weather played havoc with photos several days during February when it was difficult to get to the shelter or too treacherous to take large dogs outside due to ice/snow. The Wednesday Wish List is posted each week with one of our long-term or special-needs dogs and cats being chosen on alternate weeks to announce the most-needed items, with added publicity for that dog/cat to find a home. Adopt-a-Pet.com and Chewy.com have partnered to allow organizations that have an Adopt-a-Pet account to create a “Wish List” linked to Chewy.com so that donors may order and have supplies shipped directly to organizations that participate. Supplies are shipped directly to our shelter.
- WTAP Television Broadcast (Second Year Anniversary of HSOV Dog “Bella”). WTAP-TV gave our shelter some nice publicity when someone at the station noticed glamour photos of “Bella” (a white Pit Bull Terrier mix) taken on February 7 with the help of kennel tech Rachal Merrow in

observance of Bella's second anniversary in our shelter. Several of the photos were posted on our Facebook pages with Bella's story, and WTAP contacted the shelter about televising Bella for their February 21 broadcast. Thanks to volunteers John Tynan for appearing on camera to talk about Bella and to Andrea Sites for walking Bella in the snow during the broadcast. The shelter received several inquiries about Bella after they aired the segment about her. *Update: Bella went home with her foster-to-adopt family on March 4.*

- Newsletters. Archival issues of the HSOV Newsletters are being reinstated on the HSOV website. The 2013, 2014, and 2015 issues were posted during January and the 2010, 2022, and 2012 issues were posted in February. The 2007, 2008, and 2009 issues will be scanned and posted in the next month or so. Another newsletter is being prepared for publication tentatively in April 2021.
- **Fundraising**. Keri Stan reported on committee goals and progress:
 - 2021 Goal. Raise \$80,000 via at least one event or initiative per month. First Quarter goal is \$2,500 from 3 events. When Public Relations Committee has created its public outreach platform, we will compile a marketing database for all fundraising events.
 - Save the Date.
 - Howlin' In The Alley, August 27, Lafayette Hotel
 - HSOV Golf Scramble, August 28, Marietta Country Club
 - FurBall, October 23, Broughton Community Building
 - Donation Drives. Weekly \$2 Tuesday Facebook drives will continue, and other donation drives will be announced. For example, St. Mary's Catholic is running a donation drive Feb. 1- 26th collecting food, blankets, newspapers, etc. for the shelter as part of their Student Council Service Project.
 - E-Commerce via Website. Goal is to start in summer 2021 selling branded merchandise (e.g. novelty gifts, t-shirts) and other items or services to be announced.

Unfinished Business:

- **Payroll Protection Program 2.0 Loan**. Jim Raney noted that our loan application has been added to the HSOV Corporate Document Repository in the Loans Folder.
- **Dog Bite Claim**. Since Flite Freimann phone call to the claimant has not been returned, this matter is considered closed.
- **Estate Bequest**. Flite Freimann noted that Attorney Fowler has filed our will contest with the court and will mail a stamped copy for our records.
- **Marietta Community Foundation Grant Request**. Leight Murray noted that HSOV did not submit a grant request in the Spring Cycle because we could not obtain necessary contractor quotes by the grant deadline.
- **Invoicing City Contract**. The Board noted that the City of Marietta is honoring our invoices at the higher contract rate for 2021.
- **Invoicing County Contracts**. The Board agreed that HSOV should continue invoicing the county monthly as we have been doing under old contracts until our new contract is finalized and signed.
- **County Animal Shelter Agreement**. Mike Montgomery noted that county commissioners stated they are still reviewing our proposed agreement at their public meeting on February 18.
- **Consulting Veterinarian Agreement**. Jim Raney noted that this agreement will be pursued after the county accepts our proposed County Animal Shelter Agreement.
- **Appointment of Holland as Prosecutor**. Jim Raney noted that all parties have agreed, and Holland has begun collecting information required for him to make an appearance in court. He noted that there may be a request for any HSOV records on veterinary care for the animals held as evidence.

- **Adoption, Foster Home, and Volunteer Agreements.** The Board agreed to place the Adoption Agreement on our April 7 meeting agenda for consideration.
- **Employment Handbook Review.** Jim Raney noted that our corporate attorney should finalize his review and recommendations this month. It may be ready for Board consideration as early as our April 7 meeting.

New Business:

- **New Facility Concept (attached).** Jim Raney moved, Ethan Gerber seconded the motion, to accept the New Facility Concept proposed by Pickering Associates. Motion passed unanimously. (See New Building and Renovations Committee report, above.)
- **Marietta Main Street Opportunity (attached).** The Board agreed that Leight Murray and Keri Stan should investigate this opportunity further and report back to the Board.
- **Marietta Area Chamber of Commerce Membership Application (attached).** The Board agreed to consider further whether HSOV membership in the MACC is needed.

Good of the Order:

- **Review of Board Organization and Committees.**
 - Board Member Roles and Responsibilities. There were no specific changes recommended in this review. The next review will be done in July. Any changes should be recommended timely.
 - Board Direction and Coordination of Committees. Given overlap in committee responsibilities, more Board coordination or direction may be needed in areas such as calendars for fund raising events (e.g. Fur Ball, monthly events) and campaigns for Memberships, Corporate Sponsorships, Cage and Kennel Sponsorships, and New Building and Renovations.
- **Clyde aka Maxwell Cat Rehoming.** The Board discussed the background and facts of this complaint and determined this cat was processed in accordance with our procedures and rescued/adopted per those procedures. There is nothing more the Board is able or willing to do beyond what has already been done.

Next Meeting – April 7, 2021 at 6:00 pm.

Respectfully submitted,
Jim Raney, Secretary