

HUMANE SOCIETY OF THE OHIO VALLEY, INC.
REGULAR BOARD MEETING MINUTES
February 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 Mike Montgomery, seconded by Keri Stan. Motion passed unanimously.

Officer Reports:

- **President.** None.
- **Vice President.** Leight Murray noted the positive effects of publishing the Newsletter on fundraising and advocated routine publication of the Newsletter in the future.
- **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. The new system of putting Board documents online seems to be working well. He plans to use that system to create the HSOV Corporate Document Repository online. Security cameras are working well, but the Side Parking and Side Entrance cameras must be recharged frequently due to the cold weather. When the weather warms up, they will be hard-wired like all of our other cameras.
- **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. The Finance and Budget Committee met recently for an annual review of our Edward Jones investment account. The state of our corporate finances is excellent.

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

Shelter Manager's Report. Scott Hatfield noted that the shelter now has excess capacity due to success in animal returns, adoptions, fosters, and rescues during January. He is working through the waiting list of citizens desiring to surrender their animals. The Board discussed how to accommodate a potential donor who wishes to make a monthly donation toward the cost of food for our animals. Our February meeting with the county commissioners has been cancelled.

Committee Reports:

- **Operations (attached).** Our top areas of focus for 2021 are Animal Care & Enrichment; Animal Length of Stay Decrease; and Fast Track/Slow Track Animals upon intake to increase adoptions. Progress is being made on developing and improving the Operations Manual. Cats/Kittens. In January 2 were returned to owner, 23 were adopted, 31 were sent to rescue organizations, 19 were in foster homes, 22 were in long-term/medical foster home care with Frances Meckel, and 26 were spayed/neutered. We have 40 appointments for feline spay/neuter surgeries in February 2021.

Dogs/Puppies. In January 4 were returned to owner, 21 were adopted, 37 were sent to rescue organizations, and 24 were in foster care.

- **Personnel (attached).** Jim Raney noted that the shelter needs to hire another assistant manager. The Employee Handbook needs to be reviewed by our corporate attorney. Future actions for the corporate attorney to undertake may include reviewing Conflicts of Interest Policy and Humane Agent Procedures.
- **Facilities.** Mike Montgomery is purchasing air filters by the case rather than individually to achieve substantial savings. He is getting an estimate on a commercial snowplow service for the shelter and a cost estimate for a commercial dishwasher system. There is a roof issue with melting snow and ice that needs attention. Flite Freimann will provide verbiage for a warning sign to alert visitors to the danger posed by some of our animals.
- **New Building and Renovations (attached).** Leight Murray reported that the committee’s priorities are to: (a) locate optimum, long-term low-cost site for new shelter; (b) negotiate a new lease with Washington County Commissioners or option with other party or agency; (c) complete schematic design for new shelter and campus and secure public feedback/involvement; (d) develop Phase I construction financing plan; and (e) kick-off Phase I Capital Campaign. The committee met with our architect, Pickering Associates, to review progress on the Basic Facility Concept. The committee also met with County Engineer Roger Wright to identify possible alternative locations for the shelter. On February 4, the committee will meet with Pickering Associates to walk a property being considered. Another meeting of the Advisory Committee of community volunteers is tentatively being planned for March.
- **Finance and Budget (attached).** Leight Murray reported he is seeking to implement subcommittees: Membership. Chairperson is needed to help identify coordinated timetable to conduct Membership Campaign and substantially 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 substantially 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>January Subscriptions.</u>	2021			
Junior Members	0			
Subscriber Members	4			
General Members	4			
Lifetime Members	0			
Corporate Sponsors	Putnam Chocolates, \$ 100.00			
Kennel Sponsors	Anne Etter, \$ 300.00			
	Louise & Ronald Holmes, \$ 300.00			
<u>Current Subscriptions.</u>	2021	2020	2019	2018
Junior Members	3	1	1	0
Subscriber Members	11	4		
General Members				
New	11	15		
Renewals	15	21		
Total	26	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 (attached).** Jim Raney reported that the committee is planning file structure for the corporate document repository and planning automation support for repository and meetings. He plans to use the Rea & Associates Record Retention Schedule for the repository and is verifying the information security provisions of Microsoft OneDrive as the host of the repository.
- **Public Relations (attached).**

Keri Stan reported on committee goals:

Communication. Establish an email marketing program for go-live in March. Recommend a Board subscription to Constant Contact software (about \$65 per month). All Board committees would send their contact lists for inclusion in the database. Communication calendar would be established with all committees.

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 25,637 followers of HSOV Main Page and 15,147 followers of HSOV Group Page on HSOV's Facebook pages. The page administrators (Amber Dennison, Ethan Gerber, and Sharon Paul) monitor any questionable member requests and delete them where appropriate. Volume of potential spam/hackers seems to be increasing on daily.

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. 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 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. A total of \$433 in supply donations have been received from the HSOV Chewy.com Wish List. Supplies are shipped directly to our shelter.

Newsletters. Archival issues of the HSOV Newsletters are being reinstated on the HSOV website. The 2013, 2014, and 2015 issues were posted during January 2021 and hopefully the remaining years will be completed during the next month or so.

- **Fundraising.** Keri Stan reported on committee goals:
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.
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 moved, Keri Stan seconded the motion, to authorize Leight Murray to complete application via the Peoples Bank Portal. Motion passed unanimously.
- **Dog Bite Claim Status.** Flite Freimann left message that was not returned by the party requesting reimbursement. Scott Hatfield will call or email the party to assure that the message was received.
- **Estate Claim Review Status.** Leight Murray will request Flite Freimann to inquire about status of the review being performed on our behalf by a local attorney, with whom he has frequent contact.
- **Marietta Community Foundation Grant Request.** Jim Raney moved, Keri Stan seconded the motion, to authorize Leight Murray to complete application for a grant for full or partial reimbursement of the cost of purchasing and installing a commercial dishwasher system. Motion passed unanimously. Mike Montgomery will provide documentation of the estimated equipment and installation costs.
- **Invoicing the County for January 2021.** The Board agreed we should continue invoicing the county monthly as we have been since expiration of our contract until our new contract is formalized.
- **County Animal Shelter Agreement.** The Board noted that our February meeting with the County Commissioners has been cancelled. Flite Freimann reported that he is aware that commissioners have sent our proposed contract to the Prosecuting Attorney for review and that they may have a counterproposal in the works.
- **Consulting Veterinarian Agreement.** Jim Raney noted that our proposed county contract includes a commitment for HSOV to hire a consulting veterinarian. When the county contract has been signed, he will revise the draft consulting veterinarian agreement we obtained from our corporate attorney to meet the commitment in the proposed county contract. He is confident that we can recruit a local veterinarian to visit the shelter at least annually to fulfil the terms of the commitment.
- **Adoption, Foster Home, and Volunteer Agreements.** Jim Raney noted that the Board requested these agreements from our corporate attorney and that they are now ready for Board review and approval. The Board agreed to place them on the agenda of our March meeting for consideration.

New Business:

- **Employment Handbook Review.** Jim Raney moved, Keri Stan seconded the motion, to request our corporate attorney to review our Employment Handbook and make recommendations of changes needed. Motion passed unanimously. Jim Raney noted that he is pleased to continue donating the cost of all legal fees charged by our corporate attorney, so that these costs cannot negatively affect our shelter operations.
- **Constant Contact Software Acquisition.** Keri Stan moved, Amber Dennison seconded the motion, to purchase a subscription to the Constant Contact System for use by Public Relations and Fundraising Committees. Motion passed unanimously. Mike Montgomery will provide credit card information for use in the purchase.

Good of the Order:

- **Next Special Board Meeting.** If a Special Board meeting is needed in February, it can be called per our Bylaws, which read as follows: “Special meetings of the Board may be called by the President, or if the President is absent, or is unable or unwilling to act, by the Vice President, or by any two (2) directors. Special meetings of the Board may be held either within or outside the State of Ohio.” The Board noted that a special meeting, if needed, can be virtual for whatever amount of time is needed to deal with the specific issues needing Board resolution; it does not need to have a full agenda.
- **HSOV Logo.** Esther Salem showed the Board examples of burning the logo into wood items created for fundraising events as a way of increasing uniqueness of the items and advertising HSOV.
- **New Building and Renovations Committee Meeting.** Board members and Scott Hatfield are invited to attend the meeting with Pickering Associates at 4 pm on February 4 to walk a property being considered for the new building.

Next Meeting – March 3, 2021 at 6:00 pm.

Respectfully submitted,

Jim Raney, Secretary