

Minutes

| Quarterly Board Meeting | | | |
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| 2.22.14 | | 1:23 PM | |
| 89 Putnam Park Road Bethel, CT | | | |
| Meeting called by | Dale Picard; J. Joseph 2 nd motion | | |
| Type of meeting | Board | | |
| Facilitator | Dale Picard | | |
| Note taker | Leslie Johnson | | |
| Timekeeper | Dale Picard | | |
| Attendees | Dale Picard, Lu Picard, Carrie Picard, Rick Lund, Jeff Joseph, Sgt. Maj. Hector Torres, Kathy Forte, Anne Hoenig, Vera Muller-Paisner, Jeanie Waters (remotely), Tara Riordan | | |
| Review of Previous Meeting Minutes | | | |
| | Dale Picard | | |
| Discussion | | | |
| J. Joseph: Motion to accept Minutes. H.T.: 2 nd motion | | | |
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| Conclusions | Unanimous approval of Minutes. | | |
| Action Items | Person Responsible | Deadline | |
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| Accounting & Financials | | | |
| | Tara Riordan/Dale Picard | | |
| Discussion | <ul style="list-style-type: none"> • Met 2013 budget • 63% increase to animal related donations • 6% increase line 4100 | | |
| Dale P: Notes goal of being mortgage free by 2016 | | | |
| Dale P: Notes increase in grant writing | | | |
| Conclusions | Tara R: 3-year projection = even | | |
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| Action Items | Person Responsible | Deadline | |
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| Overview of Dogs | | | |
| | Lu Picard | | |
| Discussion | <ul style="list-style-type: none"> • Possible April Project HEAL™ Team Training • Animal Planet "Too Cute" opportunity • Update on Sherry taking over Home Handlers <ul style="list-style-type: none"> ○ Increased scheduling efficiency ○ Possible HH sign-up "how-to" | | |

Minutes

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| Conclusions | | | |
| Action Items | | Person Responsible | Deadline |
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| MARKETING | | | |
| | Carrie Picard | | |
| Discussion | <ul style="list-style-type: none"> • Review of 2013 Plan/2014 Projections • Notes "Special Assignment" for Client Care <ul style="list-style-type: none"> ◦ Review of CC manuals • Website re-design starting again in Q2 • Year-End Appeal 300% increase • Reviewing Direct Mailing Tester • 2 mailing planned in 2014 • Notes 2nd year of highest Charity Navigator rating • 2015 Calendar theme – Human-Animal Bond • Erica Nicole @DHBT (3 songs) • New EmPAWrium merchandise reviewed • Grants reviewed <ul style="list-style-type: none"> ◦ VFW/AmVet/American Legion | | |
| Conclusions | Marketing on track. | | |
| Action Items | | Person Responsible | Deadline |
| Distribute Sponsorship/GIK forms | | Carrie Picard | ASAP |
| Capital Campaign/Fundraising | | | |
| | Rick Lund/J. Joseph | | |
| Discussion | <ul style="list-style-type: none"> • \$300,000 – Pat Lanza + additional as we match • United Rentals vendor letter reviewed • Live cam of new building breaking ground • Erica Nicole reviewed <ul style="list-style-type: none"> ◦ Agreement? ◦ Radio station support/PSAs • Looking to have \$5.5m endowment • Greenwich Polo –Sept. 7, 2014 <ul style="list-style-type: none"> ◦ Tickets/Seating • Dancing w/ Dogs cancelled • Business Plan draft revised for bank • Basic fundraising plan reviewed • DHBT Committee to form | | |
| Conclusions | CC under way with solid prospects. | | |
| Polo confirmed for 2014. | | | |
| Action Items | | Person Responsible | Deadline |
| Add to mailing list | | Rick Lund | ASAP |
| | | | |
| Meeting called to end by | Jeff Joseph; Sgt. Maj. Hector Torres 2 nd motion | | |
| Type of meeting | Board Meeting | | |
| Facilitator | Dale Picard | | |
| Note taker | Leslie Johnson | | |
| Timekeeper | Dale Picard | | |
| 2.22.2014 | 3:21 PM | 89 Putnam Park Road Bethel, CT | |
| Quarterly Board Meeting | | | |