

## QUARTERLY BOARD MEETING MINUTES

**Date:** November 21, 2019

**Location:** 149 Newfield Road Torrington, CT 06790 [Canine Education & Wellness Center]

- **ATTENDEES:**

Dale Picard, Lu Picard, Carrie Picard, Frederick Johnson, Leslie Pihonak, Raymond Turri, William Morton, Kathy Forte [via phone], Hector Torres [via phone]

- **WITH APOLOGIES:**

Anne Hoeing, Jim Hoenig

**CALL TO ORDER: 1:07 PM [R. Turri; 2<sup>ND</sup> BY F. Johnson]**

## APPROVAL OF PREVIOUS MINUTES

**[Motion to approve: R. Turri; 2<sup>nd</sup>: W. Morton]**

**Unanimous approval of Previous Minutes.**

## REPORTS

### Introduction of Member prospect

- Gayle Moraski reviewed
  - **[Motion to accept G. Moraski to Board of Directors: R. Turri; 2<sup>nd</sup>: ]**
  - **Unanimous approval**

### Financial Review

- Income reviewed:
  - \$100k short of budget to-date
  - \$1.2m in revenue to-date
  - **Approval of bonuses and raises**
- 2020 Projections reviewed:
  - \$1.7m in revenue
  - \$150k increase in salaries
    - 2 full time employees [marketing, volunteer coordinators]
    - COL raises
    - \$400k increase in org expenses
    - Insurance line needs to be increased \$10k
    - New bus needed for Team Training
    - Professional fees line reviewed
      - State registrations
  - **[Motion to accept budget as proposed: G. Moraski; 2<sup>nd</sup>: R. Turri]**
    - **Unanimous approval**
- Capital Campaign reviewed:
  - Renderings/designs have been completed
  - Zoning reviewed:
    - Kennel location discrepancy
    - Property line discrepancies
    - Town wants project surveyed before moving the kennel
    - Driveway has been widened
    - Counsel retained [Herbst]
    - Will be filing for modifications

- G. Moraski to accompany Dale to zoning appointments
- Financing reviewed:
  - Dale to follow up on prospective kennel contributors sourced through donor survey
  - \$50k in remaining CC funds
  - \$126k in outstanding pledges + \$50k [Draper]
  - Seven kennels pledged
  - Clients can sponsor kennels for ½ cost
  - UBS|TD Ameritrade accounts can be liquidated if needed
- AG/AR summary reviewed
- Plans for existing kennel reviewed:
  - Tentatively to be demolished and rebuilt for whelping and younger dogs
- Grants reviewed:
  - Received \$157,500
    - Annenberg [\$150k]
    - Latham Foundation [\$7.5k]
    - \$50k outstanding [LJN]

## Marketing Development Review

- F2F Campaign reviewed:
  - **97 sustainers** acquired since launch [**\$3960/month; \$855 OTG**]
  - Slightly off-target from projections
  - **97 sustainers** organically acquired [**\$4649/month**] (**contains \$1k/monthly gift**)

## Operations Review

- Accreditation reviewed
  - Disaster + IT Recovery, Risk Management, Succession, Five-Year + Projection Planning all in progress
    - Feedback needed before next Board Meeting to be sent to ADI by March
  - Will execute “mock accreditation” w/ Board Members in coming months
- Organizational achievements reviewed
  - Golden Retriever magazine
  - *To Be of Service* [Nextflix Top 10]
  - Today Show | Amazon donation
  - Pace University Journal
  - Caroline Sires and Tuna traveling to promote *To Be of Service* in Washington DC
  - Service Dog Tuesday memorials
- Emotional Support Animal legislation reviewed
  - Transportation/Public Access/Housing concerns
  - Lobbyist to be explored

## UNFINISHED BUSINESS

<b>Outstanding Actions</b>				
<b>Ref</b>	<b>Action Items</b>	<b>Status</b>	<b>Who</b>	<b>Due By</b>
	Evaluation of subcontracting obligations to be added to the Succession Plan	On Hold	ECAD Administration	TBD
	<b>Quarterly review of budget with Board</b>	<b>Ongoing</b>	<b>E.D. + Board Member</b>	
	Review 'Other Types of Expenses' line with Accounting Services		D. Picard   T. Moffit	ASAP
	Staff   Contract Services roster		Development	ASAP
	Approach pro bono lobbyist	In Progress	D. Picard   R. Turri	
	Follow-up w/ Lu re: HH emergency protocol	In Progress	R. Turri	ASAP
	New marketing job description and sourcing/recruiting	In Progress	R. Turri   C. Picard	ASAP
	Follow up for 2020 matching campaign		Development	2020
	Follow up on blueprint development	In Progress	R. Turri	ASAP
	Board Member commemorative coin development	In Progress	H. Torres	
	Follow up on R. Turri kennel pledge		B. Hayward	
	Send out link to Moceanic Board material/trainings	In Progress	C. Picard	
	Follow up on interested kennel donors	In Progress	D. Picard	TBD
	Follow up on Torrington Savings Bank grant	In Progress	L.Pihonak	ASAP



## COMPLETED BUSINESS

Completed Actions				
Ref	Action Items	Status	Who	Due By
	Review insurance policies	On-Going	R. Turri	ASAP
	Review funding possibilities w/ PetSafe-ownership	In-Progress	L. Pihonak	ASAP
	Research Jordan's Furniture charitable giving program	In-Progress	L. Pihonak	ASAP
	Follow up with Draper request	In-Progress	L. Pihonak	ASAP
	Collect local bids for cleaning-services	In-Progress	R. Turri	ASAP
	Send budget concerns adjustments to Dale	In-Progress	Board	ASAP

## MOTIONS [ACCEPTED]

Previous minutes accepted

G. Moraski accepted

2020 Projected budget accepted

Organizational bonuses/raises accepted

## ADJOURNMENT

**MOTION TO END: 3:31 PM BY G. Moraski; 2<sup>ND</sup> BY W. Morton**

## SECRETARY APPROVAL:

(Signature&Date) \_\_\_\_\_