

minutes

Quarterly Board Meeting		
8.11.2013	2:26 p.m.	89 Putnam Park Road Bethel, CT
Meeting called	Dale Picard; Tina Burnham, 2 nd motion	
Type of meeting	Board	
Facilitator	Dale Picard	
Note taker	Leslie Johnson	
Timekeeper	Dale Picard	
Attendees	Dale Picard, Tara Riordan, Carrie Picard, Leslie Shantz, Kathy Forte, Anne Hoenig, James Hoenig, Tina Burnham, Sgt. Major Hector Torres, Jeanie Waters (remotely)	
Review of previous board minutes		
	Dale Picard	
Discussion	Kathy Forte: Noted Jeanie Waters was omitted from the attendees list.	
Conclusions	Unanimous approval of minutes.	
Action Items	Person Responsible	Deadline
Add Jeanie Waters to list of attendees	Leslie Johnson	ASAP
Accounting & Financials		
	Tara Riordan	
Discussion	Tara R: Had letter for independent audit signed by Dale and Kathy F: Inquired if Tara had drafted a response to audit Tara R: Preparing response	
	Tara R: Reviewed management letter disputes: <ul style="list-style-type: none"> • Inaccurately reported GIK stock as gain in asset • Frequency/minute tracking of board meetings • Need for Accounting Manual 	
	Tara R: 990 reviewed: <ul style="list-style-type: none"> • 11% of revenue ⇒ administrative/fundraising costs; considerably lower than the NPO standard of 20% 	
	Tara R: Consolidated financials reviewed	
	Tara R: Short and extended budgets reviewed	
	Kathy F: Re: YTD Budget – offices vs. salary wages? Tara R: management vs. non-management	
	Dale P: Notes increased consultants' fees for re-org to Board Tara R: Can be found on line 8100 of budget—outside services	
	Tara R: P&L reviewed: <ul style="list-style-type: none"> • Sgt. Major Hector T: Property book? • Tara R: Asset Workbook 	

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Tara R: July P&L reviewed		
Dale P: \$30-35,000 ahead in fundraising YTD		
Tara R: Programs reviewed for coding and marketing purposes		
Carrie P: Framework for Program comparison		
S.M. Hector T: Which Programs have the most difficult funding?		
Carrie P: Canine Magic/Open Doors		
Conclusions	<ul style="list-style-type: none"> No misreporting found in audit; guaranteed by independent auditor for the first time; no changes needed 	
<ul style="list-style-type: none"> Nearly \$100,000 in the black for YTD budget 		
<ul style="list-style-type: none"> Anne & James Hoeing: Satisfied with full disclosure on audit 		
<ul style="list-style-type: none"> More funding focus for Canine Magic/Open Doors in 2014 		
Action Items	Person Responsible	Deadline
15 copies of independent auditor's report	Tara Riordan	
Develop Accounting Manual	Tara Riordan	
School licensure & Relocation		
	Dale Picard	
Discussion	Dale P: Researching becoming accredited as a private school as a source of additional funding for the ECADemy© Program; will be able to accept student loans and financial aid.	
Kathy F: Licensure could present the opportunity for Medicaid/Medicare revenue		
S.M. Hector T: Consultants should be looking into Medicaid/care grants from the "Obama Package"		
Dale P: Notes new zoning criteria will need to be approved		
Dale P: Notes \$7,000 application process and 12-18 month timeline		
Dale P: Requirements reviewed		
Anne H/S.M. Hector T/Kathy F: Verify eligibility re:ESL/application		
S.M. Hector T: Find a liaison with the DOE to guide the process/make special request for assistance in applying for special needs Program		
Dale P: Notes instructors will need to be certified to teach the curriculum for NY or		
Anne H: More than sufficient credentials to apply		
Conclusions	<ul style="list-style-type: none"> Dale hopes to be licensed before leaving CV 	
<ul style="list-style-type: none"> Tina Burnham—motion to apply James Hoening—2nd motion 		
<ul style="list-style-type: none"> Unanimous approval contingent upon verification 		
Action Items	Person	Deadline
ADI certificate for Kathy Forte	Carrie/Leslie	ASAP
Verify application for licensure	Dale Picard	ASAP
Greenwich Polo Event		
	Carrie Picard	
Discussion	Carrie P: Event sponsorship reviewed: <ul style="list-style-type: none"> 1 table @ \$5,000 (silver) 6 tables @ \$2,500 (bronze) 1 table @ \$2,000 (ten people) 	

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Carrie P: 10-20 high value raffle items; 200 tickets @ \$100/ticket; no silent auction; live auction ⇒ <i>Changing Three Lives</i>		
Carrie P: Bidder cards reviewed; caterer secured; Client @ every sponsored table		
Dale P: Informational table to be set up; no puppies; Rick currently following up on “asks”; notes to push ticket sales		
Conclusions	<ul style="list-style-type: none"> • More tickets need to be sold • Send event inquiries to Rick Lund 	
Action Items	Person Responsible	Deadline
Goodie bags for event	Gerri Corrigan	9/1/13
Supply <i>Until Tuesday</i> books for goodie bags	Carrie Picard	8/14/13
Coordinate Bd. Members	Rick Lund	
Corporate Sponsorship		
Dale P. / Carrie P.		
Discussion	Dale P: United Rentals reviewed: <ul style="list-style-type: none"> • Sponsoring calendar (1000 copies) ⇒ Dogs w/ Equipment • ECAD attending UR picnic 8/22 ⇒ chance for employees to sign up for automatic withdrawal of donations • Giving in-kind donations for Capital Campaign • Craig Pintoff requested S.M. Hector T. speak @ Indianapolis conference again • New health initiative that result in funds for charity 	
Carrie P: PCRx reviewed: <ul style="list-style-type: none"> • Former contact, Lutz is gone. • Meeting was unenthusiastic • No contributions to DHBT or Graduation • Only supplying dog food currently 		
Conclusions	<ul style="list-style-type: none"> • Research needed into alternative dog food supplier possibly Petjoy-Wiredog (donated 50 capes this year) 	
Actions Items	Person Responsible	Deadline
Website/Branding/Events		
Carrie P.		
Discussion	Carrie P: Website reviewed: <ul style="list-style-type: none"> • Reviewed landing/internal pages • Content development in progress • Web forms in progress • Photo shoots with staff/Clients/dogs/sponsor materials • Patricia working on Bd. Member bios for website • 4 star Charity Navigator rating achieved and added to website 	

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<p>Carrie P: Upcoming events reviewed:</p> <ul style="list-style-type: none"> • Graduation 8/14 (last graduation returned \$5,000 donation from friend of Barbara J who usually only donates end of year) • Polo Event 9/1 • Meet the Breeds 9/28-9/29 @ Javits Center, NYC 											
<p>Carrie P: Branding reviewed:</p> <ul style="list-style-type: none"> • 95% corp. briefs completed • Calendar – out in Oct. (UR sponsored & Heroes of ECAD) • Working on presentation folder ⇒ webkey reviewed • Webkey in rack cards for 2014-15 • Branding for social media to begin soon <p>Kathy F: Inquiry into additional branding items (e.g. coffee mugs)</p> <p>Carrie P: Need for keeping in-house inventory low and Firefox fulfillment; not enough promotion is causing Emporium to suffer</p>											
Conclusions	<ul style="list-style-type: none"> • Dale P: Notes need for Board to assist in large events like DHBT so Marketing Dept. is not shut down 										
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<p>Marketing/Development</p>											
	Carrie P.										
Discussion	Carrie P: 7 grants in progress; others submitted prior to Bd. meeting										
<p>CP: Independence Day mailing reviewed:</p> <ul style="list-style-type: none"> • Remittance envelopes vs. QR code 											
<p>CP: Newsletter reviewed:</p> <ul style="list-style-type: none"> • Good return • New publication in progress for October 											
Conclusions	<ul style="list-style-type: none"> • Dale P: Re-org has been on hold and resumed after vacation; to be discussed at a later date; tentative early Nov.(2nd) Board Meeting 										
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<p>Closing Remarks</p>											
<p>Dale P: Family charitable trust (NYC) prospect of \$250,000 with possible Lanza matching donation; probate lawyer contacted ECAD for second possible donation ⇒ Rick & Dale to follow up</p>											
8.11.2013	4:18 pm	Tina B.—motion to end S.M. Hector T.—2 nd motion									
Next Bd.	Tentative Nov. 2										