

QUARTERLY BOARD MEETING MINUTES

Date: August 19, 2021

Location: Canine Education + Wellness Center

▪ **ATTENDEES:**

Dale Picard, Carrie Picard, Frederick Johnson, Gayle Moraski, William Morton, Kathy Forte, Anne Hoenig, Jim Hoenig, Hector Torres [via Zoom] Sharon Danosky

▪ **WITH APOLOGIES:**

CALL TO ORDER: 10:11 AM [G. Moraski; 2nd BY F. Johnson]

APPROVAL OF PREVIOUS MINUTES

[Motion to approve: G. Moraski; 2nd: W.Morton]

Unanimous approval of Previous Minutes.

REPORTS

Financial Review

- YTD, Balance Sheet, P+L reviewed:
 - **[motion to approve: G. Moraski; 2nd: A. Hoenig] unanimous approval of financials**

CC Permitting Update

Implementation + Funding of Strategic Plan presented [S. Danosky, presenter]:

- Financial Assessment reviewed:
 - Largest expenditures identified: Labor, Fundraising, Outsourcing [HR, Accounting, IT, Acquisition]
 - Recommendations to rebalance finances in progress
- Objectives reviewed:
 - Expand + Upgrade existing campus
 - Increase + Invest in human and canine capital
 - Build financial strength
- Implementation Priorities reviewed:
 - Structure CC
 - Board Member development
 - Annual Fund assessment
 - Feasibility study
 - Staffing assessment
- Capital Campaign Process reviewed:
 - Expectations reviewed:
 - Board commitment
 - Time commitment
 - Staff commitment
 - Case for support reviewed
 - Donor list development reviewed:
 - Prospect identification [scale of 1-4; 1 being the best]
 - Proceed w/ interview of 25-30/50 prospects

- Feasibility study reviewed:
 - Personal survey
 - Interviews
 - Donor readiness assessment
- Results of Planning reviewed:
 - Projection of goals
 - Leadership identification
 - Develop plan of action
 - Identify areas of need
- Feasibility Study Timeline reviewed:
 - 1-3 mos ⇒ prepare case, identify prospects, confirm objectives
 - 4-5 mos ⇒ conduct study
 - 5-6 mos ⇒ final reports + recommendations
- Post-study
 - Board vote
 - Campaign structuring and training
 - Participant reception
 - Quiet phase launched
- Capital Campaign Infrastructure reviewed:
 - Quiet Phase for \$5k+ gifts
 - Training
 - Policy development
 - Cabinet recruitment
 - Case for support revisions
- Quiet Phase reviewed:
 - Raise 80%-90% of funds
 - Approximately 12-24-30 mos
 - No sharing goals or amount raised to-date
 - Larger donors w/ small receptions/personal solicitations
- Campaign phase overview
- **[motion to approve implementation of Strategic as presented: G. Moraski; 2nd: W. Morton] unanimous approval of strategic plan implementation**

Development Review

- October 3rd Open House reviewed
- C. Picard Maternity Leave reviewed
- GG Campaign progress reviewed:
 - Webinar announced
 - Board gifts encouraged for specific campaign
- Year End campaign reviewed:
 - Researching list brokers to purchase small local lists for acquisition

Programs Review

- 14 Service/Facility Dogs placed to-date this year
- Upcoming October Team Training reviewed
- Upcoming re-accreditation reviewed:
 - Mock accreditation w/ Board in progress
- ADI recertification requirements reviewed:
 - Follow up for the life of the placement [Veterans]
 - Follow up for life of placement [Facility Dogs]

UNFINISHED BUSINESS

Outstanding Actions				
Ref	Action Items	Status	Who	Due By
	Evaluation of subcontracting obligations to be added to the Succession Plan	On Hold	ECAD Administration	TBD
	Quarterly review of budget with Board	Ongoing	E.D. + Board Member	
	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
	Board Member commemorative coin development	In Progress	H. Torres	
	Schedule Board Member Connect call		D. Picard	TBD
	Schedule Strategic Planning, Salary and Board Development meetings	In Progress	F. Johnson	ASAP

COMPLETED BUSINESS

Completed Actions				
Ref	Action Items	Status	Who	Due By
	Review insurance policies	On-Going	R. Turri	ASAP
	Send out link to Moceanic Board material/trainings	In Progress	C. Picard	
	Schedule Moceanic Board workshop	In Progress	D. Picard	TBD
	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
Financials accepted
Strategic Plan accepted

ADJOURNMENT

MOTION TO END: 12:56 PM BY G. Moraski; 2ND BY A. Hoenig

SECRETARY APPROVAL:

(Signature&Date) _____