

**The Dane County Humane Society
Board of Directors Meeting
September 21, 2005**

Board Attendees: Cathy Holmes, Jan Viney, Pam Tauscher Coshun, Gary Godding, Ellyn Mohs, Ellen Markey, Dr. Sara Orvick, Bridget Bush and John Bloodgood

Staff: Pam McCloud Smith, Tracy Earll, Doug Brown

Call to order: 11:05 A.M.

Requested changes to August 17 board minutes: None

Motion to accept the August 17 board minutes as presented: Gary Godding, seconded by John Bloodgood. Motion carried.

Staff Update by Tracy Earll, Development Director

Tracy has been on staff for 7 months and has been working hard on fund raising and getting to know her role within the organization. She has been analyzing where funding comes from and has ideas of where DCHS should concentrate in the future. She would like to see increased community involvement and “specific” event fundraising, recognizing that people may be more likely to give if they know exactly how the monies will be spent.

Tracy recognizes that event planning has gone well, particularly Bark and Wine and hopes all such events will be as successful. Some upcoming event ideas in the planning process are a golf outing, dog walk and wine and beer tasting. She is also interested in re structuring current giving opportunities such as memorializing people and pets.

Cathy Holmes suggested that as a result of successful events such as Bark and Wine, Tracy could develop a set of guidelines to be followed to help insure future events run smoothly and as successfully as possible.

Tracy is happy about two new additions to the staff, LeAnne Hughes the new Communications Coordinator and Betsy DeMuth the new Resource Development and Membership Coordinator. Both these new hires will help facilitate getting additional funds and customer traffic into the shelter.

DCHS now has 3 staff members who have been trained for United Way presentations to get the word out about DCHS and their role within the community.

Executive Director Update, Pam McCloud Smith

Pam McCloud Smith reported that the waived adoption fee promotion for cats was a resounding success. 210 cats were adopted! DCHS is also working with other shelters to balance out the hurricane rescues so we expect to get in more animals over the coming weeks.

Pam handed out descriptions of the categories on monthly statistics per board member request.

Action Item: Read this handout and come with questions to next month's board meeting. Specifically identify things that, as a board member, you feel are important to concentrate on. Then we can set aside appropriate time to cover those stats.

Financial Update – Bridget Bush

Items of Note:

Estate money coming in continues to help the shelter. It was suggested that we continue to use it for long term needs and the decision to invest it continues to be a good one.

Memberships are nowhere near the goal for the month (or year). We will be discussing a game plan for this problem in the October meeting.

The waived cat-adoption fee seemed to cost us a significant amount of money but upon further look, the money saved for basic daily care may have balanced it out. We will know more next month.

Position Statements

Pam McCloud Smith asked the leadership team for feedback of the HSUS position statements. The team suggested we look at the Wisconsin Federated position statements (handout). The leadership team and the Board need to look these over and decide which ones DCHS should take a stand on.

Action Item: Board members review these Wisconsin Federated position statements and come to the October meeting prepared to discuss.

Lucky Dog Daycare Proposal

Ellen Markey has not been able to meet with the city yet due to scheduling conflicts. She will have an update in October.

Dane County Proposal

Cathy Holmes, Bridget Bush and Pam McCloud Smith had a good meeting with Topf Wells. All the information was reviewed and he agreed that DCHS was subsidizing the county. He agreed to pay the full cost under the county contract which will include up to 10 days of care. There is a budget meeting on October 4 which Cathy and Pam plan on attending.

Strategic Planning

We again went over the matrix this month and Pam McCloud Smith reviewed with us where the shelter is today. Each member of the leadership team will go through their activities and see how strategically beneficial they are (i.e.: how many categories each activity covers and how much weight should be placed on each one in terms of resources). They should prioritize the top 6 things they do in each department to move forward with the planning process.

Action Item: Board members are to read article 3 bylaws for next meeting in October.

Meeting adjourned, 1:10 P.M.

Respectfully Submitted By,

Ellyn Mohs
DCHS board secretary