

HUMANE SOCIETY OF HURON VALLEY
Minutes of Board of Directors Meeting
February 26, 2007

Present: Lucia Brewer, Jared Collins, Nancy Culotta, Peter Fink, Mark Heusel, Diana Kern, Jane Lumm, Robert Tetens, Mike Walsh, Teresa Welsh, Dennis Wojcik

Absent: Ann Annis, Paul Gallagher,

Others Present: Tanya Hilgendorf, Amy Milligan, Emily Breuker, Deb Kern

Bob called the meeting to order at 6:04pm

Minutes Approved

- Nancy moved to approve the January 22nd board meeting minutes. Lucia seconded. All approved.

Treasurer's Report – reported by Mike Walsh

- The January 2007 financial report was reviewed. Revenue is over budget and over last year's level as well. Expenses are under budget. There are no significant changes in the balance sheet from December 2006. Nancy moved to accept the Treasurer Report. Teresa seconded. All approved.

Director's Report – reported by Tanya Hilgendorf

Shelter and Cruelty Activities

- Two dogs in the shelter came down with parvo last week. One was a Harbor puppy that died. One was an adult dog that was adopted and is being treated. Extra cleaning protocols were put in place. No other outbreaks have occurred. We are enhancing our Harbor Agreement with potential illness risks.
- A new Shelter Supervisor has been hired; Jeri Humbarger has been a volunteer since the summer and a part-time Animal Care Technician since December.
- The Cruelty Investigation department has been bombarded with calls during cold weather. The Ann Arbor News article highlighted reports of cruelty and cold weather tips. News also ran letter to editor on cruelty case.
- Pre-trial for the recent animal hoarding case is March 9th. Defendant is being charged with eight counts of animal cruelty.

Clinic

- TNR program moving ahead. Staff training started. Staff is going to a conference in Indiana on TNR in April.
- Did 72 Spay/Neuters during January Spay Day.
- National Spay Day USA is February 27th. The Clinic is considering doing monthly vs. bi-monthly Spay Days.
- Board discussed the fact that we want to maintain clinic practices and services as mission-driven.

Volunteers

- AATA bus advertising for Behavior Helpline ran through 2nd week in February. Calls continue to trickle in. More advertising will be done.
- “Ask Us Anything” Volunteer Information Night for scheduled for Tuesday, 3/27 at 6pm. Bob and Nancy will represent the board.
- The Volunteer Appreciation event is April 22 at 6pm at Corner Brewery in Ypsilanti.

Development/Marketing

- Deb Kern started as Marketing and Campaign Director on Feb. 19. She has already helped design buses and bus benches, and a press release on Spay Neuter month, in addition to drafting our Ask Book and working with the Capital Campaign committee.
- Corporate Sponsorship in full swing for Walk & Wag. So far we have \$6,300 in sponsorship for W&W. Our goal is \$40,000.
- “Unleashed” by UM Art Students may be going to the Ypsilanti Library.
- Mailing sent out for Cat’s Pajamas. Firefly club doing a jazz brunch on March 11 to benefit HSHV; full details forthcoming.
- We don’t have full results from the January appeal yet. The February appeal went out last week. Two appeals will go out in April, one to donors and one to prospects.
- We are currently working on the March newsletter.
- Board reviewed and discussed the January 2007 Shelter Statistics. Tanya clarified the national average for adoption return-to-shelter is 7-10%.

Capital Campaign Planning – reported by Tanya Hilgendorf

- **Land Acquisition/Site Work** – U of M has asked for a site plan; for their review and discussion on March 7th. Five proposal responses have been received for the construction management. Interested board members were provided copies for review. Presentations and interviews will be scheduled for the top candidates.
- **Major Giving/Financing** – Pledges and donations are continuing to come in. Signed pledge agreements should be recorded as revenue as received. County participation options are still being discussed. These options do not impact the current HSHV service contract negotiations with the County. The board discussed operating endowment and operating reserve options and possible dollar amounts. Primary question is “How much are we comfortable raising?” We then design and build to that budget. Possible figures were \$8.6 million total budget, with \$1.5 as an operating reserve reallocated from our current reserve fund leaving \$7.1 as the fundraising goal. Teresa to discuss our possible figures with Del and report back to the board via email.
- **Design** – The design committee continues to meet every two weeks. The feedback from the January workshop was distributed.
- **Marketing** – Our campaign video is available on YouTube. Deb is working on the case statement and “ask” binder materials.

- **Staffing** – Deb is serving as Campaign Director. We are looking to fill an Administrative Assistant position for campaign support and coverage for our current Administrative Coordinator’s maternity leave.
- **AIA Contract** – The board discussed the draft architect contract, with concerns surrounding HSHV’s contractual protection and timing considering we do not have the property secured. Attorney Jim Govert, of Miller Canfield, reviewed the contract pro-bono with Bob Martell. Mark Heusel suggested having a construction specialized attorney review. He will ask a retired partner from his firm. Board should plan to review the contract in full for the next board meeting.

Nominations Committee Report – Lucia Brewer

- Lucia reported she has calls out to a few potential new members. Once she makes contact she will arrange meet-and-greet lunch meetings. Bob to arrange meet-and-greet lunch meeting for potential member, Frank.

Development Committee Report – Mark Heusel

- Walk and Wag sponsorships – board members who have committed to asks need to get those going. We need to get initial asks completed. This event attracts smaller businesses and not necessarily the high-dollar (\$5,000-10,000) marquee sponsors. Amy to update the board with a revised sponsor prospect list.
- The committee is researching possible donor analysis services from Blackbaud (the software company for our donation software Raisers Edge). Blackbaud claims a 20-30% increase in donations. This information would be used for both regular donation solicitations and particularly for capital campaign solicitations. Some members of the committee viewed a web-inar demonstration. Amy will schedule a second web-inar for those missing the first. It was suggested to zip-plus4 all of our donor and prospect records, then target certain plus4 groups for the expanded analysis.
- Reminder from Nancy, the board agreed to individually contribute to a group alpha-dog Walk and Wag sponsorship. Please submit your contribution to Amy or Merri with designation as Walk and Wag sponsorship.

Old/New Business

MHS Letter

- Tanya followed up with another request to MHS for the telemarketing script. No other update or action discussed.

New Business

- Mark requested the agenda include identification of items requiring board action.
- Mark also inquired or requested a Personnel Committee meeting. Bob to schedule.

Nancy moved to adjourn. Jane seconded. The meeting was adjourned at 8:25. The next scheduled meeting of the Board is March 26th. This is scheduled as an open meeting.