

## Quarter 3 Meeting Minutes

There are two immediate issues that we need to discuss: Hiring a full time director and usage of the "Habitattitude" name for our events.

### Hiring a Full Time Director

Now that we have over 500 Animals in our shelter, maintenance is a full time job. John has been volunteering his time and energy to maintaining all aspects of running JRAAR and the workload is enough that he is unable to balance his part time job with volunteering for JRAAR.

After a brief discussion, it was decided that we would hold off until next meeting.

The second immediate issue is the use of "Habitattitude" for our events.

On October 9th at 8:58 PM we got a message on our Facebook Page from Josh Jones, the Director, Government Affairs at PIJAC (see attached). He then went on to make several strange comments on our facebook page

here: <https://www.facebook.com/JRAquaticAnimalRescue/photos/392753285640679>

Josh clearly said that the relationship had to end. John emailed Josh and his director Bob Likins to ask for clarification on the issue and to either issue us a cease and desist or a terms of use for the "Habitattitude" brand (attached). We have not heard back from them yet.

### Discussion:

John: "Pijac and Habitattitude have in the past, upon request, paid \$250 towards these events and have posted about them on their website.

We have never received any terms of use or other official document regarding use of "Habitattitude" but we did have permission to use it via unofficial emails.

Calling the events "Habitattitude Exotic Pet Surrender Events" is ungainly and not many people recognize the "Habitattitude" brand. Moving to simply "Exotic Pet Surrender Event" is less wordy and carries a simpler message.

That being said I feel that we should still accept help from PIJAC and also help them carry the Habitattitude message as our goals are similarly aligned when it comes to not releasing pets into the wild. I would not like JRAAR to be involved in any controversy that would besmirch our brand or the habitattitude brand"

John would like to make a motion to, from here on out, drop "Habitattitude" from our surrender events and just call them "Exotic Pet Surrender Events"

All board members were in favor of dropping the term "Habitattitude" from our events.

John would like to bring up the issue of space. We are going to have to start looking for a shop, heated storage unit, or other space to move the shelter to in the next few months. We are running out of space and a location where we could be open to the public would really increase awareness and help find homes for pets. If we find

anything that seems like it would work, John will call a special meeting to discuss it further.

Here are the numbers for Q3

Animal Intake/Outcomes

We had 46 people surrender a total of 292 animals

We had 54 people adopt a total of 228 animals

Social Media

3903 Followers on Facebook

47 Followers on Twitter

247 Followers on Instagram

1730 Followers on TikTok

15 Subscribers on YouTube

Treasurer's Report

We had an income of \$6141.64 and spent \$6727.02