

# JRAAR Q2 2023 Meeting Minutes

## Treasurer's Report

- We brought in \$ 25,277.03 a 71.0691% increase from Q2 last year
- We spent \$ 24,847.82 a 102.118% increase from Q2 last year
  - Our largest expense was Rent and Utilities

## Animal Outcomes

- We brought in 523 Animals a 1.32075% decrease from Q2 last year
- We adopted out 637 a 37.3089% increase from Q2 last year

## Social Media

- Facebook – 8,971
  - We have been posting more due to a bonus program. Also trying to post more videos on Facebook, TikTok, and Instagram.
- Twitter - 87
- Instagram - 482
- TikTok - 3080
- YouTube – 38
  - Trying to find time to post more educational videos

## Events

### Surrender Events

In the 10 events we have had so far this year we have a total of 214 animals surrendered, 237 attendees, and a Facebook reach of 148,500 people.

We have 29 events planned for next year and 10 have confirmed so far.

Looking for a couple of dedicated volunteers to run these events in 2024 and this could turn into a paid LTE position if we can get grants for it.

Also looking for more rescues to participate. Must be a 501c3 animal shelter that has a website dedicated to finding homes for animals to be able to accept surrenders at these events. All others are invited to hand out information.

The biggest expense for these events is vehicle rental and I would like to look into buying or having a van donated. Last year we spent 1,828.83 renting vehicles for these events alone. We have spent more on that already this year. With 29 events next year, we would save money by buying a van and paying insurance and a loan payment.

### Restaurant Fundraisers

These have not been sustainable. We have consistently lost money and I would like to discontinue them for next year. We could keep our most lucrative one and perhaps do one quarterly or semi-annually instead of trying to do one once a month.

### Fairs

We have the Fox Valley Fish Fair next week and are approaching the Plant Fair and Craft Fair.

We have sold out for the Fish Fair for the first time and are on track to sell out for the Plant Fair and Craft Fair.

I am looking into new venues and would like to change the venue to Lucky Dogs in Neenah if the price is right. We are paying over 800 for each event right now and if we can get a cheaper rate, I would like to move.

### Adoption Events

We have several planned at PSP in Neenah and Petco in GB and Darboy. These are great ways to expand our reach and I would like to recruit trained volunteers to do more of these events around the state.

John will send out a list of dates to pet stores in the area to start booking events for next year.

### Expos and Shows

We have Eau Claire, Tomah, and Milwaukee Aquarium Society. These are great ways to expand our reach and I would like to recruit trained volunteers to do more of these events around the state.

### Pop-Up Shops

This is a slow time for us, and it hasn't really had an impact on our Saturday income. It costs us \$10 for a Facebook ad so I wouldn't mind continuing them.

### Old Business

We cancelled the Herp Fair and it didn't seem like anyone noticed. The plant fair that replaced it is filling up at a faster rate than the Herp Fair.

## New Business

John went over the importance of checklists. They are used by our attending veterinarian to monitor our daily work. This is important for our USDA license and it is imperative that everyone use them.