

# JRAAR Q1 2024 Meeting Minutes

## Attendance

John, Rosa, Amanda, and Rissa were present. James was in attendance as well.

## Meeting Minutes

Read and approved

## Treasurer's Report

Last Quarter

- We brought in \$72,498.07 = 168% increase over 1<sup>st</sup> quarter last year
- We spent \$35,413.54 = 23% increase over 1<sup>st</sup> quarter last year
- \$37,084.53 extra was made

## Animal Outcomes

Last Quarter

- We brought in 599 animals = 33% increase over 1<sup>st</sup> quarter last year
- We adopted out 917 animals = 77% increase over 1<sup>st</sup> quarter last year

## Social Media

- Facebook – 1,4510 Followers – 6 Subscribers
  - We made \$1,424 in bonuses last quarter
- Twitter - 91
- Instagram - 569
- TikTok - 3221
- YouTube – 59

## Events

### Surrender Events

655 Animals Surrendered so far

Grant from DNR and Petco for these events

Minnesota DNR reached out and we will be doing one event in MN this summer and 3 next year they will be grant funded

## Restaurant Fundraisers

The Buffalo Wildwings fundraiser is today.  
The last one made \$121

## Fairs

### Fox Valley Fish Fair

Lucky Dawgs was a great venue.  
We had over 600 people attend

Income: \$3008.26

Expenses: \$605.03\*

Total: \$2403.23

Paid \$360.45 in commission

### Fox Valley Plant Fair

Had over 800 People attend

We took in: \$3878.01

We spent: \$638.45

We made: \$3,239.56

Paid \$485.9 in commission

## Adoption Events

### Past

None last quarter

### Upcoming

PSP in Appleton 4/6/24 -

## Expos and Shows

### Past

2/4 – Milwaukee Aquarium Society Swap: Made \$364

### Upcoming

4/10 - 4/12 – Wisconsin Lakes and Rivers Conference

4/20 – Fox Valley Kidz Expo

4/28 – Wisconsin Cage Bird Society

5/5 – Eau Claire Pet Expo

5/10 - 5/11 – Green Bay Pet Expo

5/26 – Milwaukee Aquarium Society Swap

## Events Discussion

Discussed adding a link to our Facebook Events tab on our website.

Discussed focusing on education and engagement rather than focusing on finding homes for animals at expos. Animals still should be adopted with preapproved applications. We will work on advertising adoptable animals the week prior to the event.

Discussed using a hand stamp at our Fairs for reentry.

## Adoption Center

### 1<sup>st</sup> Quarter

- Total Income: \$20,717.19
- Total Plan: \$14,635.08
- Difference: +\$6,082.11
- 42% increase over plan

## Volunteer Committee

“Hiring” three summer interns and likely one intern every semester. This is an unpaid position but they will be expected to volunteer 3 days a week and run the rescue center on days that John is off, run events like expos and adoption events, and complete a special project determined by their skillset. They will be scheduled and will report directly to the director. They will be evaluated after the first two weeks and every month after that.

Discussed posting on the FVTC Job’s board

## Old Business

### Vehicle

We were awarded a grant by Petco Love Foundation in the amount of \$35,000 for our surrender events. We can purchase a vehicle with these funds as well. Ideally, we would get a cargo van with custom decals for sponsors (this is part of the grant), customized interior for securing bins of animals, car play installed for navigation/safety. Leftover funds should be used to help pay for the surrender events.

### Capturing useful information on intakes

Discussed ways to capture useful information on intakes. Info such as favorite foods, habits, likes, dislikes and that sort of thing could be posted on the website and on kennel card.

John added more lines to the Surrender Agreement to capture this information and have been adding more info to the website and making a better effort to make engaging social media posts about them.

### Kennel Cards

### Signage

Rough drafts completed going to the graphic designer for polishing

### Commissions on Events

Going well, we have transitioned from contractors to employees because it is easier to track.

### Pamphlets and fliers for educational events

Fliers are done, handing pamphlets over to our graphic designer

## Tank Decorating Contest

Discussed having the interns do educational events for kids. These could be tank decorating classes and contests, arts and crafts, and things of that nature.

## New Business

Date for next meeting

Sunday August 7<sup>th</sup>

## Adoption Info on Website

Using photoshop for graphics and chatbots to polish verbiage on website and social media has had great results.

## Open Forum

Discussed getting director and officer liability insurance.