

Minutes of the Quarterly Meeting of the Directors

Date: 2/12/2021

Location: Virtual Zoom Meeting, Florida

Christopher J Amerman (CJA) acted as chairperson, and Sheena Drost (SD) acted as secretary of the meeting.

The meeting was called to order at 3:06 P.M.

The secretary announced that the meeting was held pursuant to notice properly given or that notice had been waived by directors entitled to receive notice.

The secretary announced that the following directors, constituting a quorum, were present at the meeting:

Present in person: N/A

Present by conference call: Zoom Meeting

CJA, Erin C Amerman (ECA), JW, SD

Absent: N/A

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The following persons were also present at the meeting: N/A

Name

Title

\_\_\_\_\_

\_\_\_\_\_

CRITTER CREEK FARM SANCTUARY, INC.

Proceedings:

Election of Directors:

The following directors have been elected to serve on the board for another one-year term.

CJA, Erin C Amerman (ECA), JW, SD

The secretary announced that the presence of the directors, including the newly elected directors, represented a quorum.

The minutes from the prior directors' meeting dated 7/26/20

[ ] were read by the secretary.

[ x ] had been distributed prior to the meeting and a reading was dispensed with.

After discussion, a motion to approve the minutes was made by ECA; seconded and approved.

The following reports were presented:

Report: 2020 tax/income and expense reports, and 2021 1<sup>st</sup> quarter and 1-year budget to be presented by SD.

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Other Business: No "Other" Business

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Old Business:

1. The board discussed appointing 1099 Independent Contractor, Abigail Waldhauer, as the new Volunteer Coordinator.
2. The board discussed possible fundraising ideas for Thanksgiving and Christmas. JW will create Thanksgiving fundraising campaign on social media, with donors receiving a Thanksgiving e-card via email.
3. The board discussed reinstating open public tours and events once Covid-19 policies and guidelines are in place. This topic will be revisited in 2021.

4. The board discussed the possible construction of Paula's Pavilion at the "Creek," where guests will have a covered picnic area during events. The board agrees that a fundraiser for the pavilion will need to be put in place and will seek volunteers/builders to assist with its construction.
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New Business:

1. The board discussed the expanding the monthly farmers market to include 30 vendors, as well as adjusting the times during summer to avoid the heat and rain.
  2. President ECA discussed ways to boost Patreon engagement and donor retention. The board agrees to start posting on Patreon at least three times weekly, focusing on animal photos, as well as behind the scenes activities such as vet and farrier visits, fence repairs, and other building and maintenance.
  3. The board revisited the topic of reinstating open public tours the first Saturday of every month, for a donation of \$10-\$15 per person. It has been decided to postpone public tours until more resources are available.
  4. President ECA discussed new t-shirt designs and the board agrees that we need to incorporate new t-shirt designs and will look into merch featuring Bentley, Eli and Marley, and other sanctuary residents. The board also agrees to revisit the topic of introducing new merch items, such as plush toys and keychains.
  5. President ECA and Vice President JW discussed creating an online video series. The board agrees to start a YouTube channel with videos featuring rescue stories, education regarding farm animals and rescue, as well as plant-based nutritional videos provided by Vice President JW.
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There being no further business to come before the meeting, the meeting was adjourned at 16:03 P.M.

*Sheena Drost*

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Sheena Drost, Secretary

