

## Minutes of the Quarterly Meeting of the Directors

Date: 1/11/22

Location: Virtual Meeting via Zoom

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

The meeting was called to order at 6:00 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:

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

Absent: N/A

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

Name	Title
_____	_____

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.

CRITTER CREEK FARM SANCTUARY, INC.

The minutes from the prior directors' meeting dated 12/14/21

[ ] 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: 2021 Income/Expense Report, 2021 Donor Report, 2022 Budget Report

Other Business: The next item of business was the appointment of committee members and others to positions in service to the corporation. After discussion, the following persons were appointed to serve on the following committees or in the service of the corporation in other capacities for the term indicated below:

Name	Committee or Role	Term
<u>N/A</u>		

Old Business:

1. The board discussed fundraising plans and goals for 2022, including developing a fundraising/grant writing advisory board. All board members and staff attending gave input and discussed the following ideas for fundraising in 2022:
  - a. Sliding-fee scale and electricity fee for moo-ket vendors
  - b. Walk-a-Thon, Swamp Cross (cycling) events and 5K at Critter Creek and/or Critter Hills location where participants pay a donation as a registration fee
  - c. Open House events with vendors and a suggested donation for entry; board to determine event frequency and donation amount

d. Reinstating Public Tours with a donation of \$15 per person

The board voted to implement these suggestions in 2022.

2. The board discussed social media strategies and goals for 2022 to increase engagement and reach, including the incorporation of more hands on or “on the farm” posts showing day-to-day operations, as well as interacting more as ourselves (as individuals) on posts. Stephanie Lobo suggested looking into Clubhouse as another social media avenue. Board motions to increase social media engagement and will research other social media avenues such as the Clubhouse platform.
3. The board and Donor Retention Specialist Stephanie Lobo discussed strategies for donor acquisition and retention, including sending thank you emails when someone donates, yearly thank you postcards/letters, and special gifts for larger donors, as well as hosting events at local businesses to connect with possible donors in the Gainesville area.
4. The board discussed and voted on the development of monthly newsletters to be created and sent to donors and those opted in to receiving CCFS emails. Secretary SD and Donor Retention Specialist Stephanie Lobo appointed to create and send newsletters.
5. The board discussed the YoPower/YoMagination summer camp program and voted to opt out, as CCFS does not have the facilities available that will be needed to host the program.
6. Founder and President ECA proposed the creation of a sanctuary coalition where, in the event CCFS was to receive large/substantial donations, CCFS would “share the wealth” and donate portions of donations to other sanctuaries in the area. The board agrees to the creation of a sanctuary coalition and will discuss further.

New Business:

1. The board discussed different ways to stand out to increase chances of receiving grants. The following ideas were presented by President and Founder ECA:

- a. Specific Programs

- i. Habitat expansion
- ii. Garden
- iii. Rescue/rehabilitation – pigs
- iv. Rescue/rehabilitation – bovines
- v. Rescue/rehabilitation – equines

- b. Measure Outcomes of Programs

- i. Example 1: Took in 40 emaciated cows and all are living and thriving
- ii. Example 2: Garden produced X number of fruits, vegetables, and herbs that were shared with the community at CCFS monthly moo-ket.
- iii. Conduct polls on social media to see if CCFS posts have inspired any followers to go vegan

- c. List each program and its needs and outcomes.

- d. Grad Students

- i. Reach out to UF grad students to write grants for CCFS on a volunteer basis

The board agreed to implement these practices to increase chances of grant awards.

2. The board discussed the future of CCFS. President and founder ECA made the following suggestions:

a. List Funding Needs and Seek Donors/Sponsorships for the following:

- i. Farm equipment (tractors, mowers, tools, etc.)
- ii. Habitats
- iii. Vet Care
- iv. Feed

b. Legal Team

- i. Go after tax cow owners
- ii. Advocate for better living conditions
- iii. Go after cruelty and neglect offenders; seek harsher punishments

The board agreed to discuss these matters further and develop a plan to implement these changes.

3. The board revisited Founder and President ECA's proposal to create a sanctuary coalition to assist sanctuaries who take in animals CCFS does not take in, and to share funds rewarded with smaller sanctuaries when CCFS has reached 100% donor funding. The board agrees this is a 5–10-year goal and will revisit the topic once CCFS is closer to 100% donor funding.
4. President and Founder ECA presented the topic of the expansion of CCFS, specifically a new facility to triage new cruelty cases and that it is also designed to vet intakes of large animals. The board discussed and agreed to looking into the expansion of CCFS, which would include the purchase of new land. The board also agreed to reach out to Morgan at the Humane Society to discuss a possible partnership in this matter.
5. The board discussed donation-based events to be held throughout the year such as the following:
  - a. Campouts
  - b. Movie nights

- c. Vegan Easter egg hunts
- d. Valentine's diner
- e. Other paid events

The board agreed that all events would require tickets for a donation ranging from \$10.00 - \$20.00 each and will discuss paid events further.

6. The board discussed ways to increase funding/donations and came up with the following suggestions:

- a. Social Media
  - i. Ask for donations more frequently, but not so much to where CCFS begins losing followers
  - ii. Mention Donorbox or Patreon three times a week
- b. Moo-kets
  - i. Additional merch
  - ii. Produce from garden
- c. Events at Hills
  - i. Begin hosting events at Critter Hills
- d. Donor Packets
  - i. Animal rescue/rehab packets
    - 1. Include before and after photos to show donors how their donations are making a difference
  - ii. Vegan packets
    - 1. Create packets with information, recipes, etc., to help donors interested in going vegan make the transition as seamlessly as possible

7. Vice President Jamie Woodrum suggested increasing CCFS's exposure. The board discussed ways to get the word out about CCFS and agreed upon the following:

- a. Speaking engagements at vegan/plant-based festivals
  - b. Reach out to magazines and other media outlets for interviews
  - c. Reach out to celebrities
  - d. Local promotion
    - i. Attend local events and hand out promotional items
    - ii. Partner with local businesses
8. Treasurer and Sanctuary Director CJA and Board Secretary SD suggested the implementation of employee incentives to maintain a positive workplace environment and increase employee retention. The following ideas were presented:
- a. Paid days off to avoid burnout
  - b. Tuition reimbursement for courses/classes relevant to position at CCFS
  - c. Salary options
- The board agreed to looking into ways to implement these changes.
9. The board discussed the addition of a septic system and bathrooms on-site at CCFS to replace the porta potties currently used. The board agrees to investigate pricing and develop a fundraising plan to raise funds for the installment of a septic system and permanent bathrooms.

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There being no further business to come before the meeting, the meeting was adjourned at 7:56 P.M.

*Sheena Drost*

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Sheena Drost, Secretary