

Minutes of the 2nd Quarter Meeting of the Directors

Date: 6/14/24

Location: San Felasco Tech City – Lily’s Office Boardroom and 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 4:50 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: CJA, Erin C Amerman (ECA), SD, LD

Present by conference call: N/A

Absent: N/A

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

Name	Title
<u>Scott Drost</u>	<u>Operations Manager</u>
<u>Karla Oliveira</u>	<u>Development Manager</u>

Proceedings:

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 3/22/24

[] 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: 1st quarter income and expense reports, monthly donations by platform

Other Business: No "Other" Business

Old Business:

1. President ECA discussed hosting the March Moo-dness event yearly at Critter Hills with the following adjustments:
 - a. Full moo-ket setup
 - b. Place signs and locks in areas that are not to be accessed by the public to mitigate risks.
 - c. More volunteers

The board discussed and agreed that the event should be held yearly and voted to implement the proposed changes/adjustments.

2. The board discussed hosting a donor appreciation fundraising event at Critter Hills once a year and has agreed to discuss the details further.
3. President ECA provided an update on The Dodo update video of Eli and Marley, and the board discussed and agreed to launch a fundraiser the week of the video launch. The Dodo will also interview President ECA and Treasurer CJA about the buff babies.

4. Secretary SD presented the fourth quarter and current-to-date income/expense reports.
5. Treasurer CJA and Operations Manager Scott Drost discussed the current, most pressing infrastructure needs:

- a. Fencing at Hills and Creek
- b. Fix/update lanes at Hills for vet visits

6. Operations Manager Scott Drost provided an update on Creek, equipment, and future equipment needs:

- a. Currently good on equipment
 - i. May need a dump trailer in the near future (cost of used one is \$7,000 - \$8,000)
- b. Getting tool collection back up to par
- c. Possibly split Palms and BS into multiple pastures to seed, water, and rotate more efficiently.
- d. Run power to the vet area
- e. Build permanent bathroom facility and have Dampier look at septic tank

The board discussed these changes and will investigate what is needed to implement them.

7. President ECA discussed adding the pond into the BS or Annex pasture, as well as concreting pads in the pig pasture and woods:
 - a. Along fenceline
 - b. Small pad in woods

The board discussed this with Treasurer CJA and Operations Manager Scott Drost, and they agreed to look into what it will cost/require to make these changes/additions.

8. Board member LD discussed the next phase of research and shifting testing methods, including the pinwheel test, where food and non-food preference items are placed on the ground in a pinwheel shape, and the animals choose which they prefer with no human interference. This will further help us understand animal preferences and assist us in finding the least stressful way to conduct veterinary care.
9. Board member LD, along with the UF research group, will begin planning out moo-ket survey research, which includes:
 - a. Creating a manuscript
 - b. Look into journals to publish findings
 - c. Tablets ordered for test run
 - d. Stickers and other small gifts for survey participants

The board discussed and agreed to proceed with moo-ket research test run and will utilize the Karuna grant to fund research efforts.

10. Development Manager Karla Oliveira discussed the following fundraising efforts:
 - a. Need for corporate sponsors
 - b. Symbolic “adopt a farm animal” program via organization’s website
 - c. Share donor/sponsor stories anonymously to encourage additional donors
 - d. Start recruiting for the advisory board
 - e. Connect with vegan companies on LinkedIn
 - f. Attending Chamber of Commerce meetings

The board discussed and agreed that Karla is to begin looking for corporate sponsors. The board discussed “adopt a farm animal” and decided that “Sponsor a Resident” was a more appropriate title, as some people may misunderstand the meaning and think that they can actually adopt an animal. Secretary SD will look into adding the “Sponsor a

Resident” option to the website. The board discussed and agreed to the remaining items (c – f), and Karla will begin attending Chamber events.

New Business:

1. Secretary SD presented the following reports:

- a. Monthly donations per platform
- b. 1st quarter income and expense reports

The board discussed and agreed that the organization should prioritize increasing the number of monthly donors. The board also explored the option of creating plaques for larger donors to be displayed at the sanctuary.

2. Board member LD provided an update on the moo-ket survey plans and presented the following information:

- a. The survey center/tent is coming together and is being created with participant comfort in mind.
 - i. Beverages and snacks to be provided to participants
- b. LD would like to provide small rewards/incentives for guest participation and plans to source these gifts from moo-ket vendors.
- c. The test-run survey in May was successful, and the official survey will be held during the October moo-ket, which has the highest attendance rate.

The board discussed and agreed to items a-c, and Secretary SD will provide vendor contact information to board member LD.

3. Operations Manager Scott Drost provided the following update on infrastructure, equipment, and misc. projects at Critter Creek:

- a. Need to replace Oaks, Palms, and Annex fencing
 - i. Suggested all wood for Oaks fencing and wire for the other fencing projects

- b. All equipment is being serviced regularly and is functional
- c. The medical/vet area needs to be rebuilt in the fall, prior to 3rd quarter vet visit

The board discussed and agreed to begin the fencing projects and rebuilding of the med bay/vet area. President ECA asked Scott Drost to compile a list of the top 10 pressing needs/projects.

- 4. President ECA discussed the risk management document and the need for the following items, which she will create templates for:
 - a. Operations manager Scott Drost to complete operations-related policies/documents
 - b. Secretary and office manager SD to complete administrative-related policies/documents
 - c. Treasurer and sanctuary director CJA to complete director-related policies/documents

The board discussed and agreed to add these pages to the risk management document. This includes adding policies regarding probationary periods for new employees and performance reviews for employees and board members.

- 5. President ECA discussed the following plans for the gardens at Critter Hills:
 - a. Open Hills facility once a month for guests to visit the gardens
 - i. \$35 donation per person
 - This is separate from private tours
 - Only includes tours of the gardens
 - b. Free garden membership for current monthly donors
 - c. Permanent restrooms for guests
 - d. Ari to paint the mural for the succulent garden

- i. Ari creates the outlines and volunteers and others assist with painting
- e. Possible preview event in the fall
- f. Goal of March 2025 launch

The board discussed and agreed to open the Critter Hills gardens to guests once a month for a \$35 donation per person. Monthly donors will receive free memberships. The board also recognizes the need for permanent restrooms and has approved Ari, volunteers, and others to paint the succulent garden mural. Additionally, the board has approved a fall preview with a scheduled launch in March 2025 and believes this will be an excellent addition to raise sanctuary funds.

- 6. President ECA created and presented the Team Dysfunction document and discussed the following key takeaways:
 - a. Must be proactive in recognizing when dysfunction is occurring and address it immediately
 - b. Be okay with admitting faults and asking for help
 - c. Fear of conflict and accountability
 - i. Don't be afraid to have positive disagreements
 - We won't agree all of the time, and that's okay
 - ii. Delegate
 - don't be afraid to ask for help when feeling overwhelmed
 - don't try to take on too much
 - d. Address issues immediately
 - i. Tell one another when we notice issues
 - Don't discount yourself or chalk it up to overthinking; if you think there is an issue, speak up!

The board discussed and agreed to implement the Team Dysfunction document and recognizes the importance of functioning effectively as a team.

7. President ECA discussed the importance of having an overarching goal. Having multiple goals is great, but there needs to be a main goal to keep the team on track. The following goals were presented:

- a. Sustainability
 - i. Increasing donations/fundraising
 - Focus on monthly donors

Board member LD suggested a goal of completing the farmhouse Airbnb project:

- b. Finish by December and launch in spring 2025
- c. Brings in additional funds to support the sanctuary

The board discussed the goals presented and voted unanimously to make the completion of the farmhouse Airbnb the overarching goal. The board agreed that Development Manager Karla Oliveira will manage the farmhouse Airbnb project.

8. Development manager Karla Oliveira provided the following update on the

Advisory Board:

- a. Possible members would like to visit the sanctuary and meet the team in person.
 - i. Builds trust, especially for larger donors
- b. Should we have members that are associated with or on boards of other sanctuaries?

The board discussed and agreed that it is important for larger donors and potential advisory board members to visit the sanctuary and meet the team in person. The board discussed and agreed not to have board members or affiliates of other sanctuaries on the organization's Advisory Board, as doing so would be a conflict of interest.

9. Development Manager Karla Oliveira discussed the creation of a donor newsletter that will be sent twice a month. The board discussed and agreed to implement the donor newsletter, as well as a general newsletter that will go out monthly to anyone who signs up for the mailing list. Secretary SD will create a newsletter signup popup on the website.

10. The board discussed diversifying the organization's merchandise and presented the following ideas:

- a. New designs
 - i. Different designs for different age groups
 - ii. Update some current designs
- b. Additional items
 - i. Stickers
 - ii. Keychains
 - iii. Phone cases

The board agreed to implement the merch changes and will look into adding new items.

CRITTER CREEK
FARM SANCTUARY
GAINESVILLE, FL

There being no further business to come before the meeting, the meeting was adjourned at 6:40 P.M.

Sheena Drost

Sheena Drost, Secretary