

Minutes of the Quarterly Meeting of the Directors

Date: 5/27/2021

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 5:15 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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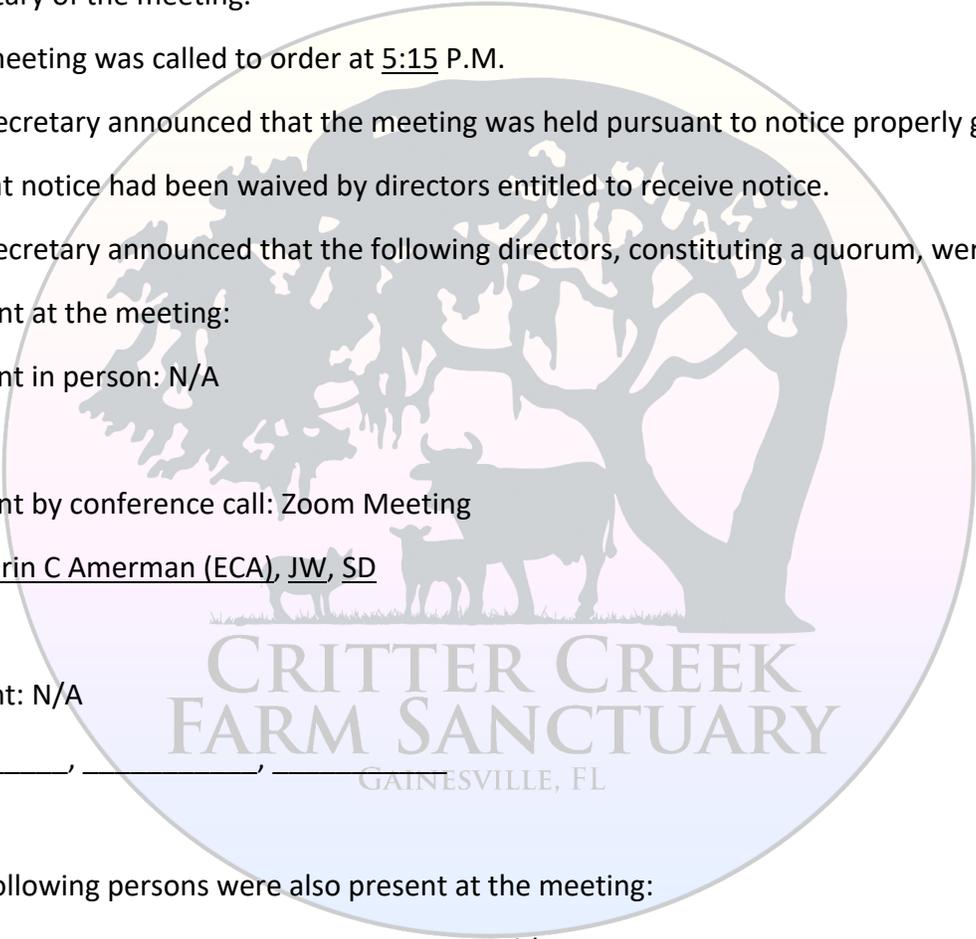
The following persons were also present at the meeting:

Name

Title

Gabrielle Turner

Volunteer – Grant Writer



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 02/21/21

[ ] 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: N/A

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Other Business: No "Other" Business

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Old 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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New Business:

1. Gabrielle Turner joined meeting from 5:15-5:45PM to discuss assisting CCFS with fundraising and grant writing as a volunteer (unpaid) position. Gabrielle discussed her plan for fundraising, including helping to create infrastructure and building a stronger fundraising program. The Board agrees to provide Gabrielle with 1–5-year budget plans, as well as provide a list of needs for the sanctuary.
2. President ECA discussed media interviews and not having one “face” represent all of CCFS. The Board agrees to introduce more of the CCFS Board members and staff/contractors via interviews and live feeds (Instagram and Facebook), as well as having guest appearances once a month on live feeds, such as other sanctuaries, veterinarians, farriers, etc. President ECA and Vice President JW also discussed including nutritional and education videos, as well as behind-the-scenes activities at CCFS.

3. The Board discussed short and long-term goals for CCFS and agreed upon the following:

Short Term	Long Term
Live cameras and streaming around both the Critter Creek and Critter Hills properties	Develop animal agriculture advocacy program to help farms transition to plant-based farming
Air B&B at Critter Creek location (1 within the next year)	Wedding venue property (build a “wedding barn”)
Switch from 1099 independent contractors to W2 employees and offer benefits	VIP Volunteer to act as volunteer and event coordinator.
Construct Paula’s Pavillion	Benefit concerts

4. President ECA discussed formalizing a hiring and firing process, as well as raises and performance reviews. The Board agrees that all new hires will be put on a 90-day paid probationary period, and at the end of 90-days, a performance review will be conducted to determine continued employment. Current contractors and board members will also be subjected to performance reviews. The board will discuss further and decide how often performance reviews will be conducted. The Board discussed implementing yearly raises based on performance and will discuss further the dollar amount raises. The Board agrees that new animal care hires will be interviewed by Sam and Abby, our animal wellness team.
5. Treasurer and Chair CJA and Secretary SD, verbally presented the new liability and property insurance for CCFS to the Board. SD will upload the complete policy to the CCFS Drive once it is received.

There being no further business to come before the meeting, the meeting was adjourned at 19:00 P.M.

*Sheena Drost*

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Sheena Drost, Secretary

