

Minutes of the 3rd Quarter Meeting of the Directors

Date: 9/25/24

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 5:04 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>
<u>Meredith Berry</u>	<u>Volunteer</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 6/14/24

[] 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: 2nd quarter income and expense reports, monthly donations by platform

Other Business: No "Other" Business

Old 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 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.

New Business:

1. President ECA provided garden updates and discussed the possibility of a soft opening in Spring 2025, depending on how the gardens fair over winter. She discussed having a Hills grounds maintenance day every Friday to keep up with the garden area and Hill's property. The board discussed and agreed to the soft opening and grounds maintenance needs and will implement a plan.
2. President ECA discussed offering long-time volunteer Meredith Berry (MB) a position on the board of directors as Board Wildlife Conservation Director. The board unanimously agreed and will vote MB onto the board as of January 1, 2025.
3. Board Secretary SD presented the previous quarter-to-date income/expense reports and monthly donations per platform report. The board discussed other ways to bring in funds and agreed to create a "Sponsor A Critter" page on the website, where donors can sponsor a specific CCFS resident monthly or yearly. Board Secretary SD and Operations Manager Scott Drost will work on the page and other website updates.
4. Board Interdisciplinary Science Director LD provided an update on the moo-ket survey plans. Thirty-six signs and other items for the survey have all been ordered, and an inventory sheet has been created to keep track of all the items. She also arranged for baked goods for those participating in the survey, and CCFS will provide each survey volunteer with a \$20 per diem for lunch. The board agrees to all these items, and SD will provide petty cash for the per diems. Operations Manager Scott Drost will build the sign holders.

5. Board Interdisciplinary Science Director LD informed the board that the undergraduate student, Gabby, presented the buffa-babies' preference assessments at UF, which was very well-received.
6. Development Director Karla Oliveira provided the following updates on the farmhouse:
 - a. Demo has officially started, and the projected completion date is late December.
 - b. Volunteer Michael and his wife would like to assist in the farmhouse remodel any way they can.
 - c. Flooring was ordered, and the Home Depot items should be ready soon.
7. Development Director Karla Oliveira discussed the advisory board and its progress:
 - a. Six confirmed members: Simone Reyes, Brandy Jackson, Sophia S., Jeremy, Alana Rooks, and Jackie.
 - b. The yearly terms of the advisory board need to be created and presented.
 - c. Karla Oliveira will be the chair of the board.
 - d. Quarterly meetings should be scheduled, starting with a 1st quarter meeting in January.
 - e. The board would like the first task for the advisory board to consist of coming up with ideas to reach diverse communities and utilize CCFS's own networks for fundraising

The board discussed and agreed to appoint Karla Oliveira the chair of the advisory board, and she will work on scheduling the 1st quarter meeting.

8. Board Treasurer and Sanctuary Director CJA discussed the Turkey Trot event, and the board agreed to host the event again this year, with a minimum donation of

\$2,500, or \$5 per person, whichever is greater. Board Secretary SD will prepare a contract for the event. Karla Oliveira will contact Wild Pie to see if they would like to offer food at the event. Baked Vegan and Lowbar Coffee are also possible vendors and will be available contacted.

9. Operations Manager Scott Drost discussed the following:
 - a. Bill and Ted: where will they be housed once healed from neuter surgery and out of quarantine?
 - b. Need to push/advertise online merch store on social media platforms and post when new designs and products are added.
 - c. To cut costs, order purple vests for volunteers to wear while volunteering at moo-kets instead of making t-shirts for everyone.
 - d. Need to order new tents for merch booth.
 - e. Don't hide likes on Instagram. This can hurt CCFS in the algorithm.

The board agreed to integrate Bill and Ted with Marley's sounder. The board agreed to advertise the merch more consistently on social media, and Karla agreed to stop hiding likes on the posts. The board discussed the option of purple vests vs. making volunteer t-shirts and agreed it would be an excellent way to save time and money. Board Secretary SD will purchase the vests, and Operations Manager Scott Drost will order the tents.

10. The board discussed the impending hurricane and has decided to reschedule the October Moo-ket to the 27th in the event we are impacted.

There being no further business to come before the meeting, the meeting was adjourned at 7:00 P.M.

Sheena Drost

Sheena Drost, Secretary

