

Minutes of the 4th Quarter Meeting of the Directors

Date: 12/12/23

Location: San Felasco Tech City – Lily’s Office Boardroom

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

The meeting was called to order at 4:58 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:

Name	Title
<u>Karla Oliveira (via Zoom)</u>	<u>Development Manager</u>
<u>Scott Drost (in person)</u>	<u>Facilities 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 9/12/23

[] 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:

Secretary SD presented income and expense reports for the third quarter and the fourth quarter to date.

Old Business:

1. President ECA presented the new board manual, risk management outline, and impact reports for voting. The board unanimously approved.
2. Board member LD discussed animal behavior research protocols for preference assessment and stress reduction. The following protocols were presented:
 - a. Preference assessment
 - i. Present Wally, Elder, and Artie with food items such as fruits and vegetables to see which they prefer
 - ii. Present Wally, Elder, and Artie with non-food items such as brushes and jolly balls for enrichment to see which they prefer
 - b. Stress reduction
 - i. Observe animals for stress, particularly new intakes, to determine the best methods of alleviating any possible stressors
 - ii. See what makes the animals feel safest and happiest
 - c. The reason for this research is to assess animal behavior from the time they arrive at the sanctuary to see how we can make the transition and rescue process easier and less stressful for the animals. The research will provide us with different enrichment items and activities the animals enjoy so that we can provide them with a stimulating and enriching

environment. It will also provide qualitative data to further prove that farmed animals are sentient beings.

3. Director and Treasurer CJA and Secretary SD revisited the topic of the need for new equipment. The following items were discussed:
 - a. New tractor for Critter Creek
 - b. Critter Creek truck for hauling hay and equipment
 - c. New trailer for hauling hay and equipment

The board agrees that this equipment is needed for the day-to-day operations of the sanctuary and voted to fundraise to purchase the needed equipment.

4. President ECA discussed the creation and implementation of a fundraising plan for the organization. The board agreed this plan is needed, and President ECA will draft the plan to present at the fourth quarter meeting.
5. Secretary SD presented income and expense reports for the second quarter and the current quarter to date.
6. Secretary SD discussed the need for a new accountant to cut costs and the board agreed to begin looking for a new CPA or accounting firm.

New Business:

1. President ECA presented the new fundraising plan to the board. The board and Development Manager (Karla) discussed the following points:
 - a. Ensure donors feel their contributions are appreciated
 - i. Send thank you emails and postcards
 - ii. Depending on the donation amount, send thank-you gifts
 1. Magnets, pens, stickers, t-shirts, photos
 - b. Come up with more options for donating, but be sure not to overwhelm donors

- c. Events have proven to be great for supplemental income and are a great outreach source
 - i. Continue suggested donation for entry at moo-kets
 - ii. Events must be worth the time, money, and effort spent
 - 1. Must net at least \$500+
 - iii. Hold an open house event at Critter Hills once a year
 - 1. Tickets \$15 each
 - 2. Limit to 200 guests due to parking
- d. Start pursuing large grants and corporate sponsors
 - i. Karuna Foundation
 - ii. University of Florida
 - 1. We support a large number of their students and school clubs each year with volunteer opportunities and interviews/projects for journalism students
 - iii. Impossible Foods and Beyond Meat
 - 1. It only makes sense for the largest bovine sanctuary in the U.S. to be sponsored by a plant-based meat company
- e. Work on gaining more individual donors
 - i. Outreach at events
 - ii. More social media presence and interaction
 - iii. Create an EPK (electronic press kit)
 - iv. Post to Patreon and TikTok more often
 - 1. Upload videos and photos to shared album for Karla to post

The board voted unanimously to adopt the new fundraising plan.

2. President ECA discussed the priority of creating an Advisory Board in 2024. The board agreed and will create a Google Doc with names of those who might be interested.
3. Board member LD gave a research update. Caeli and her research assistants, along with LD, plan to meet at Critter Hills on January 8th, 2024 to finish preference assessments. The following research topics were presented to the board by LD:
 - a. Development of a chute protocol to reduce stress in the animals during veterinary visits, creating a safer environment for the animals and the veterinary and Critter Creek team members.
 - b. Focus on behavior related to the animals' well-being
 - c. Conduct surveys with moo-ket guests to gather data from guests as they are leaving regarding the effectiveness of outreach during the moo-kets.

Some suggested survey questions are:

 - i. How did spending time with the animals make you feel?
 - ii. How did hearing their stories affect you?
 - iii. If you are not already vegan, has your visit today made you consider a lifestyle change?

These surveys would provide quantitative/objective data on the effectiveness of outreach and the overall effectiveness of our events. The board agrees to begin implementing these surveys in 2024, with the possibility of purchasing iPads for guests to complete surveys on.

4. Secretary SD presented expense reports for the third quarter and current quarter to date. The board reviewed the documents.

5. Secretary SD updated the board on the progress of the website. The new site has been launched, and SD will continue to work on getting the online store completed.
6. Facilities Manager Scott Drost provided an update on the Critter Creek location and its needs and upcoming projects. The following needs were discussed and approved:
 - a. Sanctuary truck for running hay, moving equipment, running various errands, and general use around both Critter Creek and Critter Hills
 - b. A larger/longer trailer for hauling hay
 - c. An animal trailer for animal transport

The following upcoming projects were discussed and approved:

- a. Move pig sleep house from med bay to the area outside of the pig feed area
- b. Install a gate on the back of Bedelia's Bistro
- c. Waterline at CritterHills
- d. Improve pens at Critter Hills

The board discussed the projects and needs and Director and Treasurer CJA and Scott Drost will work together to create a Google Doc of needs and projects in order of importance/priority. Scott Drost will also create a Google Doc with equipment and vehicle service and maintenance information.

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

Sheena Drost

Sheena Drost, Secretary