

## Minutes of the 4<sup>th</sup> Quarter Meeting of the Directors

Date: 12/14/2021

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

Stephanie Lobo Animal Caretaker/Volunteer Coordinator/Donor Retention Specialist

Proceedings:

Election of Directors: N/A

The following directors, having been elected to serve on the board for another 1-year term by the members at an annual meeting of members held on August 4, 2021, accepted their positions on the board: N/A

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 8/4/2021

[ ] 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.

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The following reports were presented:

Report: Donor/fundraising totals from Donorbox, PayPal, Venmo, and Patreon

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Other Business: N/A

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Old Business:

1. The board discussed and voted upon the termination of independent contractor, Abigail "Abby" Waldhauer due to misconduct, time theft via falsified timesheets, and insubordination. Full report can be found in the attached **Directors Letter to CCFS**.
2. The board discussed and voted to approve Treasurer/Chair/Sanctuary Director CJA and Secretary SD researching options/companies to begin the switch from 1099 independent contractors to W2 employees, which will include payroll/time keeping, workers comp., employee tax filing and other HR services, as well as having current contactors fill out paperwork including an employment application, NDA and NDA Addendum, and Whistleblower Policy.
3. The board discussed and voted to have Treasurer/Chair/Sanctuary Director CJA, and Secretary SD create a purchase order system and work order system (list of chores needing completion at both locations for each week) to prioritize fund expenditure and work/chores to be completed.

4. The board discussed and agreed to the creation of employee and volunteer handbooks, to be completed by Secretary SD.
5. The board discussed and agreed to the importance of the creation of incident reports.
6. The board revisited the topic of performance reviews and has voted to implement quarterly employee and board performance reviews.
7. The board has revisited the topic of creating a formal hiring process and has voted to implement the use of employee applications and waivers, as well as checking references and conducting formal employee interviews.
8. The board discussed and voted to split the volunteer coordinator position among a few current board members and employees until a new coordinator can be found.

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New 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.

There being no further business to come before the meeting, the meeting was adjourned at 7:40 P.M.

*Sheena Drost*

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Sheena Drost, Secretary

