



Sweetpea F.O.R. Animals, Inc.
Board Meeting Agenda
John Bauer Senior Center
17 West Street, Paxton, MA 01612
April 7, 2016

Board Meeting 7:00-8:00pm

Call to order at 7:05pm

Members Present:

- *Mary Clark*
- *Dick Clark*
- *Maria McDonnell*
- *Bobbie Bigelow*

Members Absent:

- *Mary Sheehan*

Guests/ Attendees:

- *Melanie kenadek*
- *Sarena kenadek*
- *Jennifer Parisi*
- *Marissa Ayvazian*
- *Marianne Belanger*
- *Elizabeth Ahmadi*
- *Christina Brodeur*
- *Dan Brodeur*

Old Business:

- Approval of March 3, 2016 Meeting Minutes
- *MC moves to accept meeting minutes, BB seconds the motion*

New Business:

- Development of marketing plan for boarding
- *MM proposal – boarding at as much capacity as possible at all times. Work with Melanie and with Marketing → recapture prior boarders and gain new customers. Great potential of income for organization.*

- MC agrees more income has always come from boarding, so would benefit greatly from getting it back.
- Non-profit organization with competitive rates = showcase us as a boarding facility.
- MM tax deductible? MC does not think that can offer this since customers will be receiving a service.
- MC makes motion to proceed with marketing and Melanie in order to form strategy (launch when have an opening date), DC seconds this motion.
- Presentation of Elizabeth Ahmadi
- Recommended by Jericho Road, has worked with a nonprofit in the past
- Possible candidate for legal representation on the board of directors (recommend by JR and TD bank)
- MM to write up job description for renewal

Board's Report:

- None

Treasurer's Report:

- Discussion of Marketing's role fundraising (current campaigns such as Bricks R Us, sponsorship plaques, etc.)
- Bricks R Us – being done on our behalf by a secondary party. Marianne to oversee and know what is going on, we will continue to work with people

Shelter Manager Report:

- Update on boarding kennel renovations
- Needs to be done – outside repairs (weather postponed) painting of concrete and filling in holes; roof. Inside – painting behind guillotine doors; concrete block support for tub (want to be temporary but sturdy). Faucet – Sunday, need to replace sink clips. Touch up on painting (floor etc). Will need floor mats (kuranda beds). Security/fire system is in but needs to be turned on and explained. Camera monitors installed, one outdoor needs to be moved indoors. Should panels be put in outdoor pens before inspection for license renewal?
- Old customer list
- Pumpkin being returned from foster-to-adopt; other adoptions have all been finalized
- Revisiting counseling day with Lindsey → doesn't normally do for free but will for Sweetpea (would need to charge for materials for printouts and pipe cleaners). List of previous volunteers that would want to have attend (decision will be all their own – offered, but not made mandatory). Dick highly recommends (had attended workshops of hers for animal control). Melanie will further look into and report back to board with potential list of people to attend and possible date of workshop

- Call to carol Richards to inquire what is absolutely NEEDED for license renewal. Also, are there any changes that we need to make in terms of our business license

Committee Reports:

➤ **Rebuild**

- Cutler design meeting tomorrow. Nitsch to do soil testing. Con Com meeting next Thursday for zoning. Next rebuild meeting = next Saturday (16th)

➤ **Marketing**

- New forms for Bricks R Us – woman running has changed suite # in same building so all need to be updated. Has sold 17 bricks thus far. Continue to post on page
- Pop up canopy ordered and will be in by next week
- Chamber of commerce has now been paid = we are members (Worcester and Wachusett) now able to attend the various events

➤ **Animal/ Volunteer**

- Liability release to be attached to volunteer application in works
- Annie Match Behavior Assessment course – marketing to help match up dogs to where may best be able to find homes. (connect with pittie match, etc)
- Someone interest in Stella – why no small children? Grandchild. MK – we do not know history, so do not know how she will behave, especially with her now medical requirements. Marissa to follow up

Other Announcements:

- None

Public Session:

- Bath tub strategies – securing (troubleshooting)
- DC - dogs being taken on day trips from the vet – should not be feeding anything outside of what is getting at the vet hospital; never should be left in a vehicle for any length of time (animal control officer does have authority to smash window and take animal) do not need potential bad publicity to reflect on Sweetpea or West Side Animal Clinic

Adjournment & Dismissal:

7:40pm adjournment