



# West Coast Dog and Cat Rescue

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Final

WCDC Board Meeting

Sunday, May 8, 2016

Cafe Yumm! Meeting room, Franklin Blvd, Eugene - 5:00 p.m.

Present: Mary Sooh, President; Robert McIntosh, Treasurer and Volunteer Coordinator; Alix Morris, Secretary; Lyllian Breitenstein, Louanne Koch, Tarah Campi and Irene Beltzer, Members.

Guests: Julie Mason

Meeting called to order at 5:02 p.m.

1. Minutes from previous month and corrections
  - a. The minutes were approved.
  - b. Motion to Approve: Tarah Campi; Seconded: Lyllian Breitenstein; Passed: Unanimous
  
2. Old Business
  - a. Intake Policy Committee Report- Irene
    - i. Irene, Louanne, Christina D. have drafted two forms: *WCDC Cat/Kitten Intake Form* and *Record of Ringworm* tracking sheet.
    - ii. Irene proposed training be provided for foster parents.
    - iii. Board to review these forms and send suggestions to Irene.
    - iv. Irene presented a proposed edited draft of the *Detection, Management and Treatment of Ringworm* document. Possible changes are highlighted in red and yellow. Christina D. is working on these edits.
  
  - b. Lane Rescue Setup- Rob
    - i. Rob reported that the new PayPal account has been set up and arrangements have been made with Lane County Rescue for the management of this account.
  
  - c. Foster Committee report- Louanne
    - i. Louanne shared the current *WCDC Intake/Outcome Stats* report.
    - ii. In April, we took in 62 cats, adopted out 15, had 201 cats in our care. There were 5 spay and neuters.
    - iii. The foster team is training several volunteers to become mentors to new foster parents.
    - iv. We have been able to move some cats north to Oregon Humane and Cat Adoption Team, and will continue this practice when it is possible.
  
  - d. Volunteer Survey- Rob
    - i. Board discussed some of the information gathered from the survey.
    - ii. Overall, the tone of respondents was positive about WCDC.
    - iii. Tarah contacted several people who had concerns or negative feedback, offering to discuss possible solutions with them.

- iv. A summary of the survey results will be in the next newsletters.
- e. Board Manual, Responsibilities and Term Limits- Mary
  - i. Mary presented a draft of the *West Coast Dog and Cat Rescue Board Manual*.
  - ii. Board Members are asked to make edits and suggestions to the proposed content.
  - iii. What do we want in a Board member? What are their responsibilities? Tarah agreed to formulate questions and email them to Board members to respond to.
  - iv. A discussion was held on the topic of term limits, both for Board of Directors and Board Officers. Many factors have to be considered before finalizing and adding to the by-laws. A three year limit renewable to nine years was discussed.
- f. Relinquishment Form- Louanne and Lyllian
  - i. Louanne reported that Rob has edited the *Relinquishment Form* to strengthen its language. This form is used when an owner gives the care of its cat to us permanently.
  - ii. The *Surrender Form* will stand as it is. This form is really an application made by the owner to request that we take their cat.
- g. Loaned Equipment Agreement- Louanne and Lyllian
  - i. Lyllian has finished the form which will be required each time a volunteer borrows equipment (traps and cages, etc.)
  - ii. Blank forms will be placed in the storage unit.
  - iii. Form was approved unanimously, with Louanne making a motion to approve and Alix seconding the motion.
- h. Planning for Your Pet's Future- Mary
  - i. Mary has been overseeing the creation of a contract by our lawyer, tentatively titled "Planning for Your Pet's Future". It is almost ready and next step is to have the Board review and approve it.
  - ii. The fee structure of this program has not yet been determined.
- i. Post Adoption Follow- Up Form- Louanne
  - i. Louanne presented a form she created to follow up after adoption. It will go into the paper folders containing all the documents for the cat (at time of adoption).
  - ii. This will be important especially when the adopter has "tasks" to complete in the near future. For example, when a 3 month old kitten is adopted , it will be clearly explained to the adopter that Fluffy must get his rabies shot at 4 months old (if veterinarian agrees).
- j. Chip and Dip Update- Mary
  - i. Mary informed WAGS Emporium and Q Street Veterinary Clinic of our decision to skip a Chip and Dip event this year.
  - ii. WAGS told Mary we should keep the money towards next year's event. Q Street has not yet made a decision.

- iii. Mary contacted Petco regarding our grant request for \$2000 for Chip and Dip. Because of the postponement of Chip and Dip, we requested that the \$2000 be added to our grant request for \$5000 for the medical fund. This was approved by Petco (\$7000 total).
  - k. Rebranding Survey for Stakeholders- Mary
    - i. Mary has almost finished the Rebranding Survey to present to our stakeholders and some other select community members who know of our work.
    - ii. The survey will be included in the next newsletter.
    - iii. After reviewing the results, the Board will decide on next steps.
  - l. Biffle Grant/Petco Grant –Tarah
    - i. The University of Oregon grant writing team has been working with Tarah and Mary on the Biffle Grant application and it is ready for submission.
    - ii. Petco has granted us \$7000 for medical costs.
- 3. New Business
  - a. Financial Report- Rob
    - i. Rob shared the April 2016 Statement of Activity
    - ii. Total revenues for April were \$6887.61, including donations, fees collected and miscellaneous income.
    - iii. Total Expenditures for April were \$7676.34 (advertising, legal, medical and other categories).
    - iv. Net revenue was negative \$788.73.
  - b. Volunteer Report-Rob
    - i. Rob presented his report and proposals “WCDC Volunteer Program Initiatives”.
    - ii. The report discusses these categories: Volunteer Activity Tracking, Volunteer of the Month guidelines, Newsletter Spotlights, Summer Volunteer Recognition Event, Winter Holiday Party, and Volunteer Recruitment proposals.
    - iii. The Board reviewed the list of candidates for Volunteer of the Month for May.
    - iv. Melissa Pletcher and Jimi Vickers each had four nominations. Since Jimi had been Volunteer of the Month last year, the Board decided that Melissa should be honored in May.
  - c. Kristina Clark-Board applicant
    - i. Ms. Clark was not in attendance but sent her apologies the following day.
  - d. Advertising Choices- Mary
    - i. Mary raised questions about how we have been spending our advertising dollars. We may need to make changes to get more cats adopted.
    - ii. We now spend most of our budget on the Eugene Weekly. Is this effective? Should we look into television advertising on KEZI (short videos)? Radio?
    - iii. It was decided to terminate our work with the Eugene Weekly and try advertising on KEZI. Mary will contact KEZI.

- e. Strut Your Mutt- Mary and Lyllian
  - i. This is an event put on yearly by Best Friends Society.
  - ii. There are a number of ways to participate. By signing up for at least three of their national events, we qualify for a possible donation.
  - iii. We agreed to register and then decide what events to join.
  
- f. Snap Chat Account Presentation- Mary
  - i. We might want to consider hiring a specialist to teach us to use Facebook's paid advertising to promote our work.
  - ii. Virginia Wright-Johnson of *Social Media Maven* would come to our July Board meeting to explain how her service works. We could then decide whether or not to hire her.
  - iii. Board members agreed to invite her.
  
- g. Victoria's Gift and Card- Mary
  - i. Victoria Williams has resigned from the Board .
  - ii. The Board agreed to purchase a gift card and present it to Victoria with the greeting card to be signed now.
- h. Tenth Anniversary Plans- Mary and Tarah
  - i. It is not too soon to think about what kind of grand event we want to organize to celebrate our tenth anniversary in 2017.
  - ii. Fundraising would be a part of this event's purpose.
- i. Canine Rescue Resource-Lyllian
  - i. Lyllian asked if we would approve adding a canine rescue group to the resources list on our website. It is called Connecting with K9s Training and Rescue.
  - ii. She wanted the Board's approval because the group has the word "training" in its name, as well as "rescue".
  - iii. The Board approved this request.
- j. Animal Shelter Conference- Lyllian
  - i. Lyllian reminded us that on May 25<sup>th</sup> there will be a shelter pet conference called "Adoption Options" in Portland sponsored by Petfinder Pro. Several of us are planning to go and others are encouraged others to attend as well.

4. Other Business

- a. Executive Session- Mary
  - i. An executive session was held after the May 8<sup>th</sup> Board meeting.
- b. Calendar Report-Tarah
  - i. This was not presented due to time constraints.

5. Meeting Adjourned at 7:16 p.m. - Motion to Adjourn: Louanne; Seconded: Tarah  
Passed: Unanimous

Next meeting Sunday June 12, 2016 at 5:00 p.m., Cafe Yumm! on Franklin Boulevard in Eugene.

Respectfully Submitted,

Alix Morris, Secretary

PCB Checking	21,220.96
QB Checking	13,403.66
PCB/ QB Savings	4,163.50
PayPal	802.22

**West Coast Dog & Cat Rescue**  
**Statement of Activity**  
 April 2016

	Special Events											TOTAL
	Admin	Adoption	Community Fund	Foster	Fundraising	Medical	Chip and Dip	Spring Campaign	Sunday Streets	Total Special Events	Volunteer	
<b>Revenue</b>												
Donations		1,110.00			2,169.67	150.00		1,350.00		1,350.00		4,779.67
Fees-Adoption		1,300.00										1,300.00
Fees-Surrender		245.00										245.00
Misc Income	0.10				312.84		250.00			250.00		562.94
<b>Total Revenue</b>	<b>\$ 0.10</b>	<b>\$ 2,655.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,482.51</b>	<b>\$ 150.00</b>	<b>\$ 250.00</b>	<b>\$ 1,350.00</b>	<b>\$ 0.00</b>	<b>\$ 1,600.00</b>	<b>\$ 0.00</b>	<b>\$ 6,887.61</b>
<b>Gross Profit</b>	<b>\$ 0.10</b>	<b>\$ 2,655.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,482.51</b>	<b>\$ 150.00</b>	<b>\$ 250.00</b>	<b>\$ 1,350.00</b>	<b>\$ 0.00</b>	<b>\$ 1,600.00</b>	<b>\$ 0.00</b>	<b>\$ 6,887.61</b>
<b>Expenditures</b>												
Advertising					198.90				50.00	50.00		248.90
Food				491.23								491.23
Legal & Professional Fees	100.00											100.00
Medical Veterinary			75.00			4,830.23						4,905.23
Medicine						38.95						38.95
Postage, Shipping, Delivery	6.47				9.80			444.97		444.97		461.24
Print/Photocopy		43.65			14.99			690.65		690.65		749.29
Supplies				11.00				150.07		150.07		161.07
Telephone Service	10.28					50.00						60.28
Volunteer Recognition											460.15	460.15
<b>Total Expenditures</b>	<b>\$ 116.75</b>	<b>\$ 43.65</b>	<b>\$ 75.00</b>	<b>\$ 502.23</b>	<b>\$ 223.69</b>	<b>\$ 4,919.18</b>	<b>\$ 0.00</b>	<b>\$ 1,285.69</b>	<b>\$ 50.00</b>	<b>\$ 1,335.69</b>	<b>\$ 460.15</b>	<b>\$ 7,676.34</b>
<b>Net Operating Revenue</b>	<b>-\$ 116.65</b>	<b>\$ 2,611.35</b>	<b>-\$ 75.00</b>	<b>-\$ 502.23</b>	<b>\$ 2,258.82</b>	<b>-\$ 4,769.18</b>	<b>\$ 250.00</b>	<b>\$ 64.31</b>	<b>-\$ 50.00</b>	<b>\$ 264.31</b>	<b>-\$ 460.15</b>	<b>-\$ 788.73</b>
<b>Net Revenue</b>	<b>-\$ 116.65</b>	<b>\$ 2,611.35</b>	<b>-\$ 75.00</b>	<b>-\$ 502.23</b>	<b>\$ 2,258.82</b>	<b>-\$ 4,769.18</b>	<b>\$ 250.00</b>	<b>\$ 64.31</b>	<b>-\$ 50.00</b>	<b>\$ 264.31</b>	<b>-\$ 460.15</b>	<b>-\$ 788.73</b>