



West Coast Dog and Cat Rescue

PO Box 72401, Springfield, OR 97475 - (541) 225-4955
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Draft

WCDC Board Meeting

Sunday, November 13, 2016

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

Present: Mary Sooh, President; Lyllian Brietenstein, Member; Louanne Koch, Member; Tarah Campi, Member; Alix Morris, Secretary

Guests: Rob McIntosh, Treasurer; Aven Wright-McIntosh; Julie Mason

1. Meeting called to order at 5:02 p.m.
2. Minutes of last meeting were approved. Motion to Approve: Tarah; Seconded: Alix; Passed: Unanimous
3. Old Business
 - a. Foster Committee and Cat Report- Louanne
 - i. Year to date total cat intake number is 644. 451 adoptions have been completed. The remainder are in our foster care system. A few were returned to field.
 - ii. Lyllian reports that there were 29 surrender requests last month and we were only able to actually take 2 of those cats.
 - iii. She would like to see a discussion of this process on the agenda for a coming Board meeting. How can we help more cats, either directly or by providing resources/referrals?
 - b. Planning for Your Cat's Future- Louanne
No report this month.
 - c. Update on Re-Branding- Aven
 - i. Aven summarized the outcomes of the three re-branding meetings, open to volunteers as well as the public.
 - ii. The Board must approve of choices that will then be given to the public to vote on via Survey Monkey or similar.
 - iii. Four proposed names: 1) *Cat ResQ Humane Society*; 2) *Cat Adoption Rescue League*; 3) *Cat Rescue and Adoption Network*; 4) *Red Dot Society*.
 - iv. Board did not approve 2) or 4).
 - v. Board modified 1) to *Cat ResQ and Adoption Network* and approved it.
 - vi. Board also approved 3) *Cat Rescue and Adoption Network*.



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- vii. Board also approved two additional versions which resulted in four names to be put forth on the survey so that the Board will know what our constituency thinks before voting.

Cat ResQ and Adoption Network

Cat ResQ and Adoption League

Cat Rescue and Adoption Network

Cat Rescue and Adoption League

- viii. After the final name is chosen and approved by the Board, a logo design contest will be launched. Details of this contest will be finalized soon.
- ix. Aven presented a timeline draft for the roll-out and will post information about the survey on WCDC website.
- x. Lyllian will post on our Facebook page, Pet Friends and Adoptable Pets of Lane County.
- xi. Rob will send a mass email.
- xii. Tarah will do a press release.
- xiii. Motion to Approve: Louanne; Seconded: Lyllian; Passed: Unanimous

e. Succession Planning- Beth/ Louanne/ Lyllian

- xiv. A list of all the duties Beth now handles was provided by Lyllian.
- xv. Goal is to get all the cats and their data into our database, so that knowing the status of each would not fall solely on Beth.
- xvi. Some of her other current duties should be delegated as well.
- xvii. Lyllian suggested that if we could assemble a team of five volunteers, cats could be assigned to them to manage and follow through the process until adoption takes place.
- xviii. The December meeting will include a discussion of Beth's duties and how we can help.
- xix. In early January, several volunteers will be recruited to do data entry under the supervision of Louanne and Beth.

f. Pet Insurance- Lyllian

- xx. Lyllian summarized her investigation of pet insurance policies.
- xxi. She presented her document, which includes reflections on personal experience, questions to ask before taking out insurance,



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links for consumer concerns as well as links to 10 pet insurance websites.

- xxii. It was agreed that this information should be included in the adoption folder of each cat.

g.....Adoption Contract Changes- Louanne

- xxiii. Louanne proposed that the contract for adoption expressly prohibits tendonectomies.
- xxiv. The Board agreed but did not yet vote on revising the contract.

hBylaws, term limits-changes voted on

- xxv. Mary will formally write the changes into the by-laws.
- xxvi. We will vote in December.
- xxvii. Proposal: three year term, followed by one year off. Three 3 year terms are allowed.

I. Chip N Dip 2017?

- xxviii. The Board discussed the pros and cons of launching a Chip N Dip event in Summer 2017. The discussion was tabled for now.
- xxix. We did agree that we need a "signature event", but Chip N Dip may not be the best for our mission.
- xxx. We may possibly hire a marketing expert to create such an event.

5. New Business

a. Financial report- Rob

- i. Rob reported that we are in good shape financially, with total assets remaining stable over the preceding months.
- ii. He presented several documents with details of current financial activity and Budget vs. Actual expenditures year to date.
- iii. Medical expenses for the cats continue to demand about 75% of our income.
- iv. At the next Board meeting, we will discuss the possibility of negotiating a better spay/neuter/vaccinate package price with Willamette Animal Guild.

b. Website changes- Rob

- i. The current website needs alterations and adjustments
- ii. Rob will arrange a meeting with the involved parties to discuss.



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c. Merging Calendars-discussion

- I. Current Google calendar needs to be merged with the WCDC calendar. Rob offered to oversee. In future, lead volunteers will list the events they are in charge of.

d. New Board members-discussion

- I. Mary stated that we need to reach outside our own organization to recruit new Board members, of which we are in need.
 - ii. We have an application for Board members now and will start recruiting efforts in January.
 - iii. Tarah will send out a recruitment letter to several organizations she knows of who might have interested members, e.g. alumni associations.

4e. The Ask of Adopters- Mary

- a. Every volunteer has a responsibility to help us continue to be viable. Effective fundraising cannot depend on the efforts of a few people.
 - i. We will be launching a challenge grant on Facebook on December 20.

5. Other Business

a. Calendar Report- Tarah

Lyllian will launch the "Home for the Holidays" event in conjunction with Best Friends. Select cats will be available for a reduced adoption fee.

Photos with Santa at PetSmart has been organized chiefly by Aven, and will run for three weekends in December.

There will be a WCDC Volunteers Christmas Party on December 10. Aven and Rob have done all the footwork and a great time will be had by all!

Joanie Kent will represent WCDC at the Irving Grange Holiday Bazaar.

Julie Mason described the Kohls Charities program. She will apply to it for us. Kohls supplies actual volunteer help for charity events as well as other bonuses. It was mentioned that Target has a similar program.

2. Meeting Adjourned at 7:35 p.m. - Motion to Adjourn: Tarah; Seconded: Lyllian;

Passed: Unanimous

a. Executive Session



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- i. An executive session was held.

Next meeting Sunday December 11, 2016 at 5:00 p.m., Cafe Yumm! on Franklin Boulevard in Eugene.

Respectfully Submitted,

Alix Morris, Secretary

West Coast Dog & Cat Rescue

Statement of Activity

November 2016

	Admin	Adoption	Donations	Foster	Christmas '16 Campaign	Total FundRaising _Events	Medical	TOTAL
Revenue								
Donations			4,168.28		577.00	577.00	35.00	4,780.28
Fees		4,307.00				0.00		4,307.00
Misc Income			6.77			0.00		6.77
Total Revenue	\$ 0.00	\$ 4,307.00	\$ 4,175.05	\$ 0.00	\$ 577.00	\$ 577.00	\$ 35.00	\$ 9,094.05
Gross Profit	\$ 0.00	\$ 4,307.00	\$ 4,175.05	\$ 0.00	\$ 577.00	\$ 577.00	\$ 35.00	\$ 9,094.05
Expenditures								
Advertising	193.90							193.90
Medical Veterinary							8,106.51	8,106.51
Medicine							233.85	233.85
Office Expenses	48.87	183.00						231.87
PayPal Fees		47.09						47.09
Postage, Shipping, Delivery	4.70	0.94	15.29					20.93
Print/Photocopy	9.45	174.99		10.50	195.27	195.27		390.21
Purchases		837.20						837.20
Rent or Lease	25.00							25.00
Supplies	44.01	53.88	15.29					113.18
Telephone Service	10.28							10.28
Volunteer Recognition	125.23							125.23
Total Expenditures	\$ 461.44	\$ 1,297.10	\$ 30.58	\$ 10.50	\$ 195.27	\$ 195.27	\$ 8,340.36	\$ 10,335.25
Net Operating Revenue	-\$ 461.44	\$ 3,009.90	\$ 4,144.47	-\$ 10.50	\$ 381.73	\$ 381.73	-\$ 8,305.36	-\$ 1,241.20
Net Revenue	-\$ 461.44	\$ 3,009.90	\$ 4,144.47	-\$ 10.50	\$ 381.73	\$ 381.73	-\$ 8,305.36	-\$ 1,241.20

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STATEMENT OF FINANCIAL POSITION

As of December 9, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
PayPal Bank	267.48
PCB Checking	23,343.29
PCB Savings	4,164.55
Total Bank Accounts	\$27,775.32
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$27,775.32
TOTAL ASSETS	\$27,775.32
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Retained Earnings	24,561.64
Net Revenue	3,213.68
Total Equity	\$27,775.32
TOTAL LIABILITIES AND EQUITY	\$27,775.32

West Coast Dog & Cat Rescue Budget vs. Actual

January 1 - Dec 09, 2016

	2016 Budget	Actual	Variance		2017 Budget
Income					
Adoption/Relinq Fees	\$ 47,000.00	\$ 47,264.33	264.33	\$	46,000.00
Donations	\$ 56,000.00	\$ 37,802.67	(18,197.33)	\$	56,000.00
FundRaising_Events	\$ 7,200.00	10,449.21	3,249.21	\$	10,000.00
Grants	\$ 14,000.00	\$ 16,000.00	2,000.00	\$	20,000.00
Misc Income	\$ 300.00	\$ 633.99	333.99	\$	750.00
TOTAL	\$ 124,500.00	\$ 112,150.20	(12,349.80)	\$	132,750.00
Expense					
Admin	\$ 6,000.00	\$ 6,513.24	(513.24)	\$	10,000.00
Adoption Program	\$ 8,000.00	\$ 7,149.89	850.11	\$	7,500.00
Community Fund	\$ 1,500.00	\$ 425.00	1,075.00	\$	2,000.00
Feral TNR	\$ 500.00	\$ 540.00	(40.00)	\$	1,500.00
Foster	\$ 10,000.00	2,994.76	7,005.24	\$	7,500.00
Fundraising / Events	\$ 6,000.00	\$ 5,287.54	712.46		**
Medical	\$ 90,000.00	\$ 84,627.33	5,372.67	\$	101,000.00
Volunteer	\$ 2,500.00	\$ 1,743.02	756.98	\$	3,250.00
	\$ 124,500.00	\$ 109,280.78	15,219.22	\$	132,750.00

**Expense Category Removed for Fundraising