Independent Cat Society

Meeting: ICS Board Meeting
Date: Jan 15, 2014
Location: Purdue North Central Room LSF60
Time: 5:32 pm - 8:10 pm

1. Call to Order: Staci Trekles
   1. Welcome and President's remarks

Present	Absent	Guests
Staci Trekles		Roberta Jocius
Judy Lindmark	X	Carol Abshire
Jen Stall		
Gail Freidan		
Judy Dean		
Joan Hildebrand		
Carol Albrecht		
Diane Foster Natalie Cebulski	 X	

2. **Consent Agenda :**

a. Approval of reports and minutes

-Minutes of the Dec 2 20113 ICS Board Meeting accepted as submitted.

b. Review of month of email motions and acceptance: None presented

c. Announcements/ information

1. Year-end Report is on the Website
2. 1st 2014 Fundraising Committee mtg will be Feb 1, 2014 at Gelsosomo's Pizza, Valparaiso, IN
3. ICS will waive the adoption fee for application approved Veteran and current military individuals to begin Immediately with Military ID or Discharge Proof
   a. Judy Dean suggested this announcement be sent to all NW Indiana Veterans groups: National Guard Units, Disabled American Vets (DAV); American Legion Units, Veterans of Foreign War (VFW's)

d. Approval of Committee Reports (all reports in full will be available with meeting minutes online)

1. Treasurer's Report and Finance Committee Report (Natalie Cebulski)
   a. Judy Lindmark's father just passed. ICS will wait to determine appropriate action based on the family's desire. family's wishes. Cards will be sent to Judy's local address.
2. PR and Communications (Dorothy Ripperdan)
3. Fundraising (Staci Trekles)
4. Health and Wellness (Jen Stall/Paulette Gonzalez –co-chairs)
5. Volunteers (Judy Dean/Diana Foster)
6. Membership (Kathy Nielsen)
7. Foster Care (Open position)
8. Adoptions (Joan Hildebrand/Roberta Jocius)
9. Admission (Paulette Gonzalez)
10. TNR (Connie Szawara)
11. Human Resources (Lori Peterson)
    a. Judy Dean will contact Ms Peterson as to her continued activity with the Board
12. Technology (Monica Korzenecki)
13. Sponsor-A-Cat (Carol Abshire)
    a. Chair Abshire shared this year's hard copy SAC promotion also included several unstamped return envelopes specifically marked for the SAC program thus allowing the money to be earmarked for the SAC program.
14. Grants (Roberta Jocius)
    a. Chair Jocius asked that she be included in the receipt of the monthly Financial documents as the activity of the Grant Money is reflected in those documents. The Grant Chair will be

included in the Financial Reports beginning with the January 2014 information.

Committee	Accepted	Not Accepted	No Report
Admission: Paulette Gonzales & Joan Hildebrand	X		
Adoption:	X		
Health & Wellness: Staci Trekles	X		
Foster Care: Marti Rukavina			X
Fundraising: Gail Freiden	X		
Grants: Roberts Jocius	X		
Human Resources: Lori Peterson			X
Membership: Kathy Nielsen			X
Shelter Report/Cat Intake/Output:	X		
Public Relations: Dorothy R.	X		
Sponsor a Cat: Carol Abshire	X		
TNR: Connie Szawara			X
Volunteer	X		
Finance committee	X		
Treasurer: Natalie Cebulski	X		
Technology: Monica Korzenecki			X

1. **Action Agenda**

1. **Old business**

   1. **Proposals for the Finance Committee (revisiting)**

      a. President Trekles again reminded Board members to submit potential projects/topics to the Finance Committee to review, discuss and determine feasibility

   2. **Cat Care manager/Cleaning Supervisor update**

      a. Melisa Warfield a recent graduate of the Brown Mackie Vet Tech Program has been named the ICS Cat Care Manager. She is currently working 25 hrs/week with the potential of becoming full time in the future.

      b. Laureen Stewart Has been promoted to cleaning Supervisor

      c. Judy Dean suggested the Board/ President Trekles pursue the possibility of ICS becoming a clinical rotation site for Brown Mackie Vet Tech students with the current Cat Care Manager as their clinical preceptor. This potential rotation site proposal should occur following at least 6 - 9 months of experience within the Cat Care Manager Role

   3. **Print and electronic communication** (newsletters, introduction of new Blog in December, etc)

      a. Place All minutes on the Website.

      b. Announce to all volunteers/members regarding the changes from snail mail to e-mail delivery, promote the new Blog site within the WEB page. Hard copies will continue to be delivered to those individuals without e-mails (via snail mail) and to the business site deliveries by the volunteers.

      c. Membership Comm Chair will be notified of these changes to update the current databases.

      d. President Trekles shared the roster of potential "Sweethearts". This promotional format to be sent to the Printers this coming week as well as announcements to the Volunteers/ICS members. Sweetheart day is Feb 22, 2014 (alternate day will be Mar 1, 2014)and will be held at the American Legion, Chesterton, IN. A Box lunch will be available for $10.00 pre-paid tickets.

      e. Judy Dean mentioned Marquette Mall, Michigan city was very interested in having ICS hold their fundraising events there but the major hindrance is that ICS could not sell food or beverages due to the presence of contracted restaurant businesses within the Mall - a Contractual conflict of interest.

4. **Board Retreat – Strategic Planning meeting**

a. The Board will meet on 2-23-14 at Staci Trekles home (address to be provided to board members via email) beginning at 10 am for the Annual Strategic Planning Meeting. The meeting will adjourn at 5 pm.

b. Members asked to bring FOOD and BEVERAGES to sustain the group !

c. Staci will send each member a template to help members identify major goals for the Organization. This information will include major goals, specific action oriented sub goals, suggested allocated money to achieve sub goals/goals, specific activities to achieve ach goal/sub goal and the time line to achieve these activities.

d. In keeping with current business trends, the Board was directed to review Philosophy, Goals, Mission, By-Laws and Value Statements of ICS and project their suggestions to a three year Plan of Action.

e. The Finalized Strategic Plan will be shared at a combined Committee Chairs/Board at a later date.

5. **Emergency management plan (revisiting)**

See: http://simplisafe.com/home-security- shop for possible solutions

a. The individual originally selected to create an Emergency Plan for the Shelter has relocated with a new job opportunity.

b. Jen Stall, shared her Company's emergency Plan as to what components could be extrapolated from that plan and used in an ICS Plan. Jen will coordinate the development of the emergency plan by first receiving the following information from Board members.

- A List of all Emergency services, contact person and phone #'s (ie Fire/Police etc)
-Phone numbers /e-mails of Board members, Cat Care Manager, Medicators and Cleaners, Room moms/Room names (It was noted that the e-mail address of the Cat Care Manager not be in the general Emergency Plans located at the Shelter….this is Board information only and those in a "Need to Know" position ie (Cleaner Supervisor/ Committee Chairs etc)
-Joan Hildebrand and Judy Dean to begin sending Jen this information to Jenstall.63@gmail.com

c. Directions as to how to start the Generator as well as relocating the generator (outside) under a cover with a lock & key. Gasoline needs to be present at all time during the winter. Procure contact information from Greg Fleischmann (former board member)

d. Protocol for Snow/Inclement weather to be developed

e. Plan to be updated on a yearly basis

f. It was suggested to call the Washington Zoo, Michigan City, other no-kill shelters and local Vet clinics to determine if they had Emergency Plans and if so, would they be willing to share. Also suggested was a Web Search

g. This initial work is to be submitted for discussion by the next Board Meeting to beheld on February 3, 2014

2. **New Business**

1. **Recognition of Sharon and Ryan during recent January blizzard**

a. The Board and everyone else within the ICS Community - Kitty cats too - **APPLAUD** the commitment, perseverance through horrendous snow/ice laden roads and potential ticketing from the Police/County/City/Emergency Staff to reach the Shelter to care for our charges. **Kudos** to both Sharon Fitzsimmons and Ryan

b. ****Motion** made to give both individuals $100 VISA/Mastercard/Discover Gift card to each as a show of appreciation by the Board for their outstanding commitment to the Shelter residents. ICS Funds will be used to purchase these cards. **Motion Seconded/ Carried.**

2. **Boy Scout's request**

a. Sam Steimer, a leader in the Chesterton Boy Scout Troop, contacted Judy Dean, Volunteer Committee Chair. with a request to collaborate with ICS on a project which would meet the criteria for him to achieve his Eagle Scout Badge before his early Spring 18th Birthday.

Various potential projects were brought forth by the Board and it was determined to discuss the potential development of new ICS Signage in the open yard space adjacent to Rte 6/County Line Road as well as a directional Sign post by the main Shelter directing visitors to the Rainbow Bridge/Main Shelter and Gift Shop.

Another future project may be for the expansion of the Bricklaying in the Rainbow Garden as there is a large number of printed bricks ready to be placed. But the preparation of the expanded ground must occur prior to adding the awaiting bricks.

b. ICS currently has $250.00 from Master Gardener's Grant as well as an unidentified donation amount from Judy's neighbor, Wayne Dolson ,who offered to donate $$ in the name of Dolson's Insurance Co., Michigan City , IN.

c. Judy has a potential meeting with Sam at the Hot Spot Café on Jefferson Ave in La Porte,IN at 3 pm Friday January 17th. Gail Freidan will also be present. Judy will keep the Board apprised as to the development of this potential collaborative effort.

d. Topics to be discussed with Sam will include feasibility of our need(s), costs of material;, who will be involved; time line of development; Spring 'planting' of the signage; slight downsizing of current bushes to increase visibility of the new proposed Sign and continued collaborative projects with this Chesterton Troop

3. Foster chairperson needed

a. President Trekles asked Board members for potential Chair for this Comm. Requirements of activities reviewed. Suggested names included Melissa Petrovich, a volunteer new to ICS or Beth Hayden.

b. Ms Trekles will format a request for Chair of Foster Care to be announced to all Volunteers as well as to Annie's Blog

4. PR and Fundraising Committees

a. It was discussed that PR needs more information as to potential/future events in order to develop advertising in a more timely manner. It was also suggested that the Fundraising & other identified committees interact to facilitate a more cohesive approach to marketing etc

b. The PR Choir requested a member of the Board and/or the Health & Wellness Comm. attend their meetings to enhance the communication of projects and updates can be shared with PR Group.. Diana Foster, a current Board Member, is also on the PR committee. She will represent the Board at their mtgs.

c. Future Fundraising events held at the Woodland Park, Portage, IN will receive a 50% discount for non-profit organizations.

d. Carson, Pirie and Scott Department Store offers Carson's Booklets which ICS sells as a fundraising project. Carson's calls for ICS toick up the booklets and these are sold as a Tag Sale format.

d . Judy Dean mentioned that listening to a Radio Station in South Bend (70's music) she hears an advertisement at least once every hour (in the late pm hrs) advertising the Pet Rescue no kill Shelter located in South Bend/Mishawaka area. The ad runs about 30 seconds and includes name, hours, purpose, statement about changing the world of one cat? Judy questions if this is free as Pet Rescue is a non-profit like ICS. Local Radio stations need to be contacted.

e. Judy Dean presented brochures entitled "Brush with the Masters and Merlot" for review as a potential Fundraiser for ICS. This potential fundraiser will be presented in full at the Fundraising Comm 1st mtg in Feb. The instructor**,** Dori Huber, teaches art at Purdue**,** the Lubezick Art Center in Michigan City, IN where students paint on the Lakeshore (summer classes) in Michigan City and is on the faculty of South Central Schools. Dori guarantees that each participant will leave this event with a completed 16 X 20 Canvas painting deserving of highlighted placement in their home.

Judy mentioned the cat printed in the brochure was taken from the Web site and reformatted to represent a painting method….The cat was identified as Spidey

5. **Envelope revision for inclusion in print appeals**

a. During the December 2013 Board meeting Carol Albrecht brought up the idea for potential change of the ICS return donation envelopes which could be included in various appeal letter etc.

b. Carol Albrecht presented a prototype donation return envelope to the Board. Very concise, inclusive and well done. **Thanks Carol.**

c. Following as discussion as to why the printed Postal Permit printed envelopes currently in stock cannot be used for this purpose - Postal requirements: Bulk mailing requires a minimum of 200 envelopes separated by Zip Code (to be done by ICS) and the specific Bulk Mailing postage costs, Board offered suggested comments to be included/printed on the backside of the envelope. Carol will share this information with Kathy N. Chair of the Membership Comm. as Kathy is the point person for the Printing Company.

d. A follow up with the Post office was suggested as to the specific use of the pre-printed permit envelope use since we already paid for the postage….this needs to have a clearer understanding so these envelopes can be used for the appropriate intent.
See: http://www.smartannualgiving.com/what-is-the-best-postage-option-for-your-fundraising-appeal/ and
https://www.usps.com/business/mailing-permit-imprints.htm

6. **Corporate sponsorship letter for potential sponsors**

a. Staci has written a letter to Potential Sponsors to invest in ICS with various levels of monetary involvement. The list of Potential Sponsors is being forward from Holly Grunwell and Roberta Jocius.

b. The letter will be reviewed & upon approval by Board members plus the list of potential sponsors is received, this fundraising project will be printed and mailed.

7. **Auction fundraiser – revisit from 2012**

a. A discussion regarding a potential re-visit of this fundraising approach was presented by by Roberta Jocius, Grant Comm Chair. This type of auction has generated thousands for other non-profits and it was suggested that ICS co-sponsor such an auction with other agencies.

b. Suggestions included: other no kill shelters;, mental health/therapy agencies, pet therapy groups; environmental, rescue and wildlife groups; vet clinics; Institutions of higher learning PNC; large Corps.(Kesling Ortho on 421) and other business in the NW Indiana corridor in order to expand its target audience and enhance worthwhile donated items for auctioning.

c. Roberta to investigate further and discuss with Fundraising Committee

8. **Credit card machine at shelter – revisit from 2013**

a. Jen Stall to investigate and present potential options to the board

b. Roberta Jocius asked that a cash box be available with petty cash during the Adoption Weekends for those adopter paying in cash and need change. Joan mentioned there is a cash box already present at the Shelter - it just needs to be filled for each w/e.

c. Although a reasonable request, further discussion should occur as to who will fill cash box each week with appropriate singles and where will cash box be located in the Gift Shop to ensure safety and storage. Suggestions accepted !

3. **Open Discussion**

a Carol Abshire mentioned there might be a potential change in location for the TNR Spay and Neuter Surgical procedures the ICS kittens/cats due to an interpersonal disagreement At this time, no further information is available.

Adjournment: 8: 10 pm
Next Meeting: 2-3-14 at Purdue North Central Campus, Room LSF 60 in the LSF Building (Ground Floor)

Respectively submitted,

Judy Dean

Judy Dean, ICS Board Secretary

Ps: Please submit agenda items for the Feb. 3rd meeting to Staci Trekles by January 28, 2014/thanks/jld