

GREYHOUND FRIENDS OF NORTH CAROLINA, INC.

BOARD MEETING MINUTES

Date: April 10, 2011

Board Members Present: Sandy Lucas, Randy Barrow, Bruce Lee, Desta Hudgens, Rick Montgomery, Linda Landry, Christina Newsome, Amy Reynard, Janice Opalinski, Barbara Brooks, Chris Liga, and Bonnie Searles.

Other Attendees: Diane Purgason, Denise Young, Ducky McComas, Eileen Jeremics, Shirley Skelton, and Debbie Hatley.

WELCOME –

President Amy Reynard opened this public meeting with a special welcome to the visiting guests. She indicated that we had a full agenda of items to address and once those items had been covered, she would open the floor for questions and comments by any and all.

ELECTION OF BOARD MEMBERS –

With the resignation of Shirley Skelton from the board, we had an opening for up to three more board members. Amy presented background information on Tottie Roberts who expressed interest in serving on our board though she could not attend this meeting. In addition, Debbie Hatley had expressed interest in serving on the board. However, some mix-up in communications occurred between Debbie and Amy, and Debbie had not submitted a “resume” as requested. Nonetheless, Debbie’s involvement with GFNC was discussed and her name was added to the ballot along with Tottie Roberts. A secret ballot vote was taken, and it was announced later in the meeting that both Tottie and Debbie were approved as new board members.

Amy also mentioned that we could still add one more board member, and if anyone was interested, let her know.

COMMENTS FROM THE PUBLIC AND MEETING PROTOCOL –

Shortly after the meeting commenced, Diane Purgason, a guest, wanted to discuss concerns she had about the GFNC board of directors and the direction it seemed to be taking over the recent

past. Amy asked Diane that she hold her comments and subsequent discussion on these issues until the items on the agenda were completed. Amy appreciated her concerns and explained that it was our established protocol to hold these matters until later in the meeting.

VOLUNTEERS UPDATE –

Sally Barbour sent Amy a letter (which is attached along with this document) with an update on the volunteer status. Please refer to the attached document for full details. In summary, Sally has found one volunteer, Barbara Upchurch, to fill the opening in the Sunday morning turnout group and still may need at least one more volunteer to complete this group. She also continues to work with the Wednesday night groups to get consistent attendance and to train new volunteers.

Sally has made special efforts to personally thank all volunteers (in person when possible) for their help and has emphasized the “thank you” with hand written cards and home baked cookies. In addition, the meal sponsored by us following this meeting is another way to express our gratitude to all who help at GFNC.

Sally has been contacted by the Guilford County School system to see if we could allow interested students to volunteer to satisfy requirements for school projects. It appears that this request from GCS has opened a floodgate of high school students appearing at the kennel. Sally stated that she needs to get more information from GCS administrators about their requirements to direct these students to accomplish both our needs and theirs. We also need to make sure they are properly supervised by staff and volunteers present when they are there. Sally indicated that she would update us once she gets more information from the GCS administrators.

Sally also asked for permission from the board to revamp the Volunteer Opportunities page on our website. It was stated that she should work with Linda on these suggested changes.

During the meeting, the following Volunteers of the Year were announced:

- Denise Young from the GFNC kennel group
- Cathy Riopko from the Charlotte group
- Ducky McComas from the Wilmington group

Congratulations to all of these volunteers and many thanks for their hard work and continued support to GFNC!

KENNEL UPDATES –

The issue of taking one of the kennel dogs, Moo Moo, to Happy Tails Emergency Vet and the subsequent confusion to contact the GFNC persons listed with them and making payment arrangements was discussed at length. It was thought that no treatment would be given Moo Moo until Randy or Sandy could be contacted. Randy was reached within a couple hours and he directed the staff at Happy Tails to proceed with necessary tests and treatment and to stabilize her for transfer to Lawndale Vet on Monday morning. He also clarified the confusion on Happy Tails' end was for authorization of payment and not withholding treatment. It should be noted that this was GFNC's first experience with using Happy Tails and obviously their first experience with us. Randy stated that these issues have been ironed out and should not recur. Although Sandy was out of town, she also contacted Happy Tails within a few hours of getting the message from Happy Tails. It was asked why Wayne and/or Blanche were not on the list of contacts for Happy Tails; Randy indicated it is fine for either of them to talk to the staff to provide any and all information about the dog being treated but did not think it was necessary to add their names to the contact list for payment authorization.

SATELLITE REPORTS –

Amy addressed the issue of where dogs are within our satellite groups and when they come in. This information needs to be communicated between Amy, the groups, and the kennel staff. Barbara Brooks stated that the Wilmington group gets their dogs from the GFNC kennel, so that communication is in place. If information on fostered dogs is given to Denise Young, she will update the website with it and any pictures sent.

Amy mentioned that Asheville holds the record for the quickest turnaround for an adoption. It took only a few hours! Sherry Painter sent a message to Amy that we need to keep communications open between them and the kennel. Sherry also told Amy that their group has adopted 3 Greyhounds so far this year.

Barbara Brooks asked what might be the best way to identify the geographical areas covered by the Wilmington satellite. It was suggested that they use zip codes to identify their area. To date, Wilmington has adopted 8 Greyhounds. She indicated that they were having trouble finding more people in their area to provide foster homes. Their current group is either getting older or the younger people have children getting older with more activities that demand their time and attention; Asheville is experiencing the same issues; Charlotte currently has between 8 and 10 people committed to fostering Greyhounds.

Rick Montgomery presented an update on the Mountain Hounds event. Thus far, registrations are ahead of last year. To promote this year's event, the Charlotte group distributes magnets to new adopters that list the schedule of planned events for 2011. Rick brought a beautiful piece of pottery that was made for him with a picture of a Greyhound on it. Per Rick, the potter is available to make personalized pieces from pictures of anyone's Greys for approximately \$60. He also mentioned getting coffee mugs designed that say "Get your Roo on". As of this date, Charlotte has adopted 7 Greyhounds. They currently have three in foster homes, one of which is Ropes. Rick also discussed potential plans to work with a mixed breed rescue group to sponsor a "Poker Run" event with motorcycles and/or cars. The event would emulate a poker game by collecting cards at designated stations with the ultimate winner(s) holding the best poker hand. The final destination would also host a celebration finale with food and drinks and lots of fun. Bruce Lee confirmed the popularity of these events and the wide range of participants they draw. This event is in the early planning stages and probably won't get too much attention until the 2011 Mountain Hounds event is complete.

THE 5-YEAR PLAN UPDATE –

Randy just received final numbers for the committee (comprised of Amy, Bruce, Rick and himself), and he will distribute them in the next week or two. The 5-year plan will incorporate the areas of fundraising, kennel staff plans, and possible alternate sites for the kennel if we wanted to expand our operations or if our current leasing relationship with Karen Arnold (and her family) was to change.

FUNDRAISING EFFORTS UPDATE –

Linda Landry addressed the topic of working with corporate PetSmart to renew our agreement with them because several groups hold Meet and Greets at their stores throughout the state. It appears that PetSmart wants formal recognition, and they require their adoption forms be filled out if a dog is adopted at/through one of their stores. It is through this completed form that would receive rewards from them. Linda explained to the corporate office that we do not adopt dogs during a Meet and Greet event as our adoption process is more stringent and complex. Rick Montgomery suggested we not use PetSmart for Meet and Greets and find other options to host them. He stated that the success of working with a particular PetSmart store depends on the relationship you form with that store manager. Rick mentioned other sites they have used for Meet and Greets such as Trader Joes and Salsaritas. Ducky McComas added that they use Petsense in the New Bern area. Linda added that she would look into an inquiry sent to her by Petco to investigate working with them in this area.

Linda mentioned that the Valentine's Day e-card fundraising effort was a big hit. However, at the present time, the Easter e-card effort was not as productive. Ducky included a link to the Easter e-card in an electronic newsletter to her group.

Amy added that the Spa Day held on April 9th at the kennel saw a good turnout of folks with their hounds even though the weather was cool and dreary. The event brought in almost \$200. We expressed our thanks to the Wake Forest student volunteers who handled the Spa Day chores of bathing the dogs.

Another fundraising event was mentioned by Ducky. It involved dropping golf balls from a helicopter onto a golf course green. Each ball dropped was sold for \$25 and marked with a number to identify the purchaser. A total of 823 balls were sold and dropped, and the winner (whose ball went into the golf hole) won \$10,000. This event was held at a golf course in Kitty Hawk, NC and benefited the Lions Club for visually impaired people at the tune of over \$10,000. Desta Hudgens added that she has seen this done at her place of employment and will see if she can get further information about holding a similar event for us.

Randy stated that the Virtual Adoption fundraising effort has been targeted for August. He will provide more details in the coming months. He plans to offer commitments of \$10, \$20, \$30, or unspecified amounts (to be filled in by the donor) and to market this effort to the "non-Greyhound" world (pet lovers in general) through websites, chat rooms, and other social media formats.

Amy said in order to supplement our major fundraising events (i.e. the Open Houses and Mountain Hounds) and keep the kennel in good financial shape, the goal is to set up a schedule of more fundraisers in between them. Rick Montgomery added that we might try to team up with other groups such as the mixed breed rescue to hold joint events. See the notes above in the Charlotte satellite update category.

Desta Hudgens also restated the idea of producing a cookbook with photos of Greyhounds and other things (for non-Greyhound people). She mentioned that we might be able to request grant money to get it printed for sale.

Ducky talked about developing a laminated card (about the size of a credit card) with Greyhound blood values on it. These cards could be sold as a fundraiser or given out to Greyhound adopters.

FINANCIAL UPDATE –

Sandy Lucas presented the financial update summarized as follows: the Fundraising account has about \$5,000 in it; the General account has about \$3,700; she is trying to save money by utilizing on-line bill payments; the Lawndale vet bill through the end of March is around \$4,400; our

recurring expenses such as utilities have been quite consistent; she said that money is tight right now and we should be “healthier” in June.

Sandy asked Rick if they needed a check for upfront expenses for the Mountain Hounds event in June.

COMMUNICATIONS UPDATE –

Linda stated that we continue to use iContact to send e-mails to GFNC members for event announcements, fundraising efforts, and other information. She also mentioned that we continue to see positive results from the use of Facebook (Amy and Billie post these notices).

In conjunction with a marketing campaign project we are engaged in with Elon University (see the Marketing Efforts update below), we used the iContact medium to distribute a survey designed to gather more Greyhound adoption information for the Elon students working on this project. As a result of this communication, Linda stated she received 86 comments on the survey!

GRANT UPDATE –

Chris Liga updated the status of GFNC filing for various grants. She stated that she prepared 2 grant requests for a generator. One went to Sandy Paws, and she is waiting to hear from them.

Chris will also prepare a grant request to replace 40 kennel crate doors. Janice had gotten a quote from Mason Company that covered the original ordered quantity of 60. We decided to pare the quantity down to 40 and she would ask Mason Company to revise their quote accordingly.

MARKETING EFFORTS UPDATE –

Janice Opalinski gave updates on the following promotional/marketing projects:

- We were contacted by Golden Antiques and Treasures located on Highway 220 North in Summerfield to hold a Meet and Greet at their store. The first visit was scheduled for April 16th from Noon until 2 PM. Since it is relatively close to the kennel, we plan to bring a couple dogs available for adoption as well as some adopted dogs. Golden Antiques is very involved in community events and has hosted other rescue groups including Red Dog Farm and the Boxer Rescue.

- We were able to work out a schedule with WFMY-TV where we can feature a Greyhound the 3rd Friday of each month. The first segment aired on March 18th, and we featured Abe. He did a

greyt job for us as well as our volunteer Leigh Winklestein. Janice hopes to have at least 4 to 6 volunteers help with these monthly features to ease the burden of the required early hour schedule. Bonnie Searles is scheduled to feature the 2nd Greyhound on April 15th. The segments are aired between 7:45 and 8:00 on the specified Fridays. If you are unable to watch the live broadcast, WFMY puts the feature on their website with easy access.

- We are trying to schedule another Meet and Greet or similar function with Misty Creek Winery in Mocksville, NC. We held a Meet and Greet at their tasting room in early 2010. Misty Creek is also involved in many community events and has hosted a similar event for Rottweiler rescue groups. Janice will give updates as more details are known.

- We were fortunate to be put in contact with one of the professors of the Elon University School of Communications and in particular his Public Relations Campaign class. This class is comprised of seniors with extensive course work in Public Relations and even internships in the PR role. We scheduled a meeting with this class on March 8th to provide information and background on GFNC. Our presentation was made by Linda Landry, Chris Liga, Debbie Hatley, and Janice Opalinski. We were assisted by Greyhounds Katie, Destiny, and Sola who did a wonderful job representing Greys! We were assigned a team of 5 Elon students who will make a final presentation to us on May 10th. We will update you on this project especially after the final presentation of the team's efforts.

OTHER MISCELLANEOUS ITEMS –

Shirley Skelton's resignation from the GFNC board of directors also left an opening on the Adoption Conflict Committee. Janice Opalinski volunteered to be on this committee and join Bonnie Searles, Bruce Lee, Barbara Brooks and Rick Montgomery (Barbara and Rick if the adoption involves a satellite group).

Rick Montgomery stated that they need a Sound System for the Mountain Hounds event. We told him that the kennel owns a system that he is welcome to borrow instead of having to purchase a new one.

Janice asked if we could possibly retest dogs as Cat Trainable after a month or two at the kennel. It was mentioned that maybe some dogs that had a strong reaction to the cat originally may have a different, more positive reaction once they become settled at the kennel. A concern was expressed the adverse reaction to the cat when first tested may be due to their relocation to GFNC and to the new environment they had not had much time to adapt to. A parallel comparison could be made to shy dogs that seem to come out of their shell once they get settled and accustomed to the new environment.

On this same line of thought, Janice asked if we could find a volunteer to Small Dog test our Greyhounds. Chris Liga volunteered for this role with the help of her smaller dog, Frankie. We will coordinate with the kennel staff to work this process into the normal testing routines.

COMMENTS FROM VISITING GUESTS –

Once all the items on the meeting's agenda were addressed, the floor was opened to any and all questions and comments from our visiting guests.

- Diane Purgason mentioned that she has started Pet Therapy with a Hospice facility in High Point and two other nursing homes. She commented on how well her Greyhound, Samson, seems to respond to the patients, especially those who are gravely ill.

- Diane Purgason raised a concern about how far away from the GFNC kennel the officers of the board lived and what impact that had on the direction GFNC was taking in the recent past. Amy responded that while she and Randy did live farther away, Sandy Lucas, Linda Landry, and Janice Opalinski, all part of the Executive Committee, do live in the Greensboro/Oak Ridge area. Amy also stressed that she and Randy do have frequent communications with the kennel staff and board members to stay in the loop of all activities at the kennel. We also tried to emphasize that while Amy and Randy are not local to the kennel, their involvement gives us a broader perspective that is healthy for this organization.

The date/time/location of the next board meeting was not discussed or established before this meeting concluded.

The meeting was adjourned at 3:50 PM.

Submitted by Janice Opalinski – Secretary of the GFNC Board.