

GREYHOUND FRIENDS OF NORTH CAROLINA, INC.

BOARD MEETING MINUTES

Date: October 23, 2011

Board Members Present: Amy Reynard, Sandy Lucas, Rick Montgomery, Linda Landry, Janice Opalinski, Desta Hudgens, Totty Roberts, and Bonnie Searles.

Board Members Absent: Bruce Lee, Debbie Hatley, and Barbara Brooks

Other Attendees: Lynda Montgomery, Elizabeth Ingram, Blanche Fedor, Wayne Lambert, Carol Vale, Daryl Vale and Sally Barbour

WELCOME –

President Amy Reynard opened the meeting which was open to the membership and took a few minutes for all present to introduce themselves and tell a little about their involvement with GFNC. Amy then stated that this meeting and all future board meetings would be open to the membership and general public. If sensitive/confidential issues will be discussed, these segments would be for board members only. She explained that any organization has issues to discuss that must be kept confidential and are not for general discussion. She also mentioned that the first hour of each meeting would be open for comments, concerns, suggestions, etc. from our guests, and the balance of the meeting would stick to the published agenda.

Amy thanked Linda for making the arrangements for the day's meeting site, the New Garden Friends Meeting in Greensboro.

OPEN DISCUSSION BETWEEN THE BOARD AND GUESTS –

Eileen Jeremics started the discussion by thanking the board members and all the GFNC volunteers for their efforts. She asked if we could resume having Play Groups on Saturday and Sunday mornings as we had in the past. We stated the main reason it has changed so much over the years was due to the boarding of horses. We also mentioned that Carol Reed has started a new Play Group in the Jamestown area, and someone mentioned that Monette Casper allowed this activity on her property in Winston-Salem in past years (Amy stated she's not certain if this is still an option). We also stated that adopters could bring their dogs to the kennel and allow them to run in the larger fenced in area although it is a smaller area than the pastures. Shirley mentioned that we were able to put the horses up in the past in order to use the pasture, but we

don't think this is an option now. Someone asked about plans to build a larger facility and acquire land for GFNC. Amy explained that GFNC had looked into an alternate site many years ago, but we could not raise the money required to proceed with this proposal.

Eileen also asked why we did not participate in the Lexington Barbeque Festival which had in prior years been a profitable means to raise funds. Linda stated that she did try to get us signed up for the event, and they never responded to her. In addition, Davidson County has passed a new ordinance that prohibits any animals at public events such as the Barbeque Festival. Linda also stated that Project Racing Home was allowed to bring dogs to the event because they have participated regularly over the years, were "grandfathered in", and exempted from the ordinance. Linda mentioned that the Festival organizers required all booths to be set up very early in the morning and were not allowed to break down until the event ended at 6:00 PM. That is a very long day for both volunteers and dogs especially when the rules are so restrictive.

Shirley Skelton asked why the past meetings have been closed to the membership and general public. Amy explained that in the recent past we have had several sensitive issues to discuss and those meetings were closed. Amy reiterated that we did have an open meeting in the spring at the kennel, and she appreciated the involvement of all the guests that attended. She also said again that all future meetings would be open and only discussions of sensitive topics would be restricted to board members only. Amy pointed out that we have a new feature on our website called "Ask the Board" which allows anyone to pose questions, concerns, and suggestions to the board at any time. The user must first log in to this feature, but then they can present their thoughts at their convenience and not have to wait for an official board meeting. To date, no one has used this "Ask the Board" feature.

Shirley also stated her opinion that our By-Laws are too generic and do not address issues specific to GFNC; she suggested they be revised to be more pertinent to our organization. Amy said that we do have an attorney that we work with who might be able to help us revise our By-Laws. Sandy said that she could help with this effort too and knows the attorney who works with Red Dog Farm who might also be able to help us. It was suggested that we might ask Greyhound Friends of Massachusetts if they would share their By-Laws with us for ideas as to how to revise ours.

Tommye Echols asked how people are elected to the board and for positions on the board. We explained potential board members are nominated by existing board members or they can be nominated by GFNC members. If unknown to the members of the Board, the nominee will be asked to submit some information about them and their involvement with GFNC, and a vote will be taken at the next board meeting. Other notes about this matter: only board members have voting rights; board positions are for 2 year terms; the bylaws state a board member can be voted off the board at any time without cause, and specifically if they miss a certain number of board meetings (i.e. not contributing to the efforts of GFNC).

ELECTIONS –

Prior to the meeting, Amy had solicited nominations for the role of Vice President vacated by Randy Barrow's resignation in July. Since Amy and Sandy had assumed the responsibility of overseeing the staff in the interim and since that was going well, the duties for the VP function were changed to focus on Communications and Marketing and making GFNC more visible in the community. Another request for nominations was sent explaining this change in responsibilities and asking for nominations. The only nomination received for the revised position was Janice Opalinski. The vote was done via email and Janice was formally elected to this position. With Janice's election to Vice President, Linda Landry volunteered to assume the duties of Secretary, and she was elected to this position.

FINANCIAL UPDATE –

Sandy Lucas reviewed our financial status as of September 30, 2011 – a copy of the 9/30/2011 Balance Sheet is available for review. She stated that although we've had several successful events such as Open House, the Red White and Roo campaign, and the start of our 2011-2012 Membership Drive, available funds are still limited. It was decided that all significant expenses (such as restocking inventory) should be approved by Amy and Sandy until our financial position improves. This also includes the satellite operations agreeing to bring in dogs from groups where we have to pay for them.

It was also questioned if adopters were given new muzzles at the time of adoption instead of used muzzles. Amy agreed to communicate to the staff and Sally (so she could communicate this to volunteers involved in sending dogs home) to emphasize the need to send home used muzzles to save us money. That is the policy we have established over the years, and it needs to be followed especially now when money is tight.

Amy will also follow up with Denise and Shirley to request an inventory of products available for sale in the kennel/boutique and to discuss the need to get approval before significant orders are placed with vendors. Linda added that she can get a report from the website that shows what is selling on-line.

Sandy stated that she saved us significant money by switching our Workers Compensation insurance to another agent and carrier (The Hartford). This insurance is necessary to protect GFNC and our employees and volunteers if work-related accidents occur.

Rick asked if Sandy is the only one who can sign checks for GFNC, and Sandy indicated that she is the only one at this time. Either Amy or someone else should be added as an additional signer for backup purposes.

PRODUCT SALES & FUNDRAISING EFFORTS –

Several topics were covered regarding these two categories as follows:

PRODUCT SALES:

We ordered 92 Patriotic T-shirts after the Red, White, and Roo campaign, and it was questioned as to why we ordered so many. This T-shirt only uses the patriotic logo of the decal from the campaign and does not identify GFNC, and it was thought it might reach a larger audience of buyers this way. Linda added that the cost of these T-shirts was around \$7 each, so we make a good profit on the sale of each one. Someone suggested we promote the sale of these T-shirts by finding a way to put one on a Greyhound and create a YouTube video of it.

When it was suggested that we show some items as clearance or reduced prices, Linda stated that we have to rely on outside assistance from our web designer to make changes to the catalog section. Since it would cost us to enlist Jason's help, it would significantly reduce the effect of marking items down to sell them on-line.

According to Amy, during a discussion at the Open House, Chris (with Houndstown) offered to help us with merchandise sales and leashes (similar to Premier) with discount pricing. He also offered to help us raise funds for GFNC. Amy will follow up with Chris.

Totty Roberts mentioned looking into using Café Press to order T-shirts. We might be able to have them produce/provide the shirts as ordered so we could minimize our on-hand inventory.

Debbie Hatley suggested we hold a contest for logo designs. Bonnie Searles mentioned that her daughter, Leah, spearheaded this effort several years ago to get designs created, but this was never addressed by the board at that time and the effort was dropped. We asked Bonnie to see if Leah might consider working with us again on it especially since the board members have vastly changed since then. Other ideas regarding a logo contest included having logo ideas submitted to Desta Hudgens by the end of January 2012 and have the members vote on them for 2 weeks in February; ask the voters to donate \$1 for each vote; we could spread the Greyt news by iContact, and; the winner could receive a gift voucher of a pre-determined amount to the GFNC Boutique.

The idea of starting a GFNC e-Bay store was shared. Linda suggested we would need a team of people to work on this project. Chris Liga mentioned that Andreas had a great deal of experience selling on e-Bay. She checked with him during the meeting to see if he would work with her on this project, and he agreed to help out. Totty also said she would work on a team of 2 people to start an e-Bay store. Linda said she could get samples of products, and Totty said her husband had a new camera that he could use to photograph the product.

FUNDRAISING:

Amy thanked all board members and GFNC volunteers and members who had helped with many fundraising efforts to-date including the Autumn Unleashed Open House, the 2011-2012 Membership Drive, the Red, White, and Roo campaign, and Christina Newsome's grant acquisition (see details below under Grant Update). She mentioned that we need to find more members to help us with fundraising efforts so that the same small group of people does not become burned out.

The following events are scheduled for the coming weeks/months: pictures with Santa along with a Spa Day is scheduled for Sunday, November 20th --- Totty's husband, Dan, will be our photographer; we discussed a December Drop-In, but no date was established; we will look into participating in the Third Annual Dog Lover's Dog Show sponsored by the Epilepsy Institute of NC to be held in Winston-Salem on November 5th; a Community Shopping Event at Ten Thousand Villages in Greensboro on Saturday, December 4th; Linda has signed us up to participate in The Human Race on March 31, 2012 (one benefit is they handle all the marketing efforts of this event), and; the annual Membership Drive is still in progress.

Other fundraising ideas that were mentioned include: drive for the cure where the participants vie for the opportunity to drive a high caliber vehicle (like a Mazaratti or Mercedes) for a weekend; a Yard Sale; Zumba events; running concession stands at places like the Greensboro Grasshopper's ballgames or the Greensboro Coliseum's events; the Fur Ball/Casino Night such as the one sponsored by the SPCA to reach people outside the GFNC membership; set up an event to wash cars or wash car windows inside and out; publish a cookbook; participate in the Burlington Woofstock already scheduled for October 6th, 2012 (we can set up a booth, ask for donations, and sell product); city passbook fundraiser; a bowling tournament (also suggested by the Elon communications students we worked with this spring); a Scavenger Hunt; a Spring Spa Day; and the Red, White, and Roo campaign to run between 5/15/2012 and 7/15/2012.

The following events have been scheduled for next year: Cinco de Mayo Open House is set for May 5th, 2012; the Autumn Unleashed Open House is scheduled for October 20th, 2012; Mountain Hounds is scheduled from May 31st - June 3rd, 2012; the Burlington Woofstock is scheduled for October 6th, 2012;

KENNEL UPDATE –

Wayne asked us to review a contingency plan regarding the food supply for the dogs. Recently, the supply available from the SPCA has been reduced, and he wanted to know what options were available if it continued to reduce or temporarily stopped. We decided that upon notice that they needed food at the kennel, Wayne should notify Amy, Sandy, Linda, and/or Janice, and we

would issue a plea to the membership for food/monetary donations. We also decided to look for other sources of food.

Scott Hanson was relieved of his duties with GFNC in September, and subsequently John Whitsett was hired to replace him. It appears that John is adapting well in his new role, and as previously mentioned, Amy and Sandy are responsible for the oversight of the kennel staff.

We saw 17 Greyhounds adopted in June, 16 in July, only 5 in August, 9 in September, and so far 15 in October.

VOLUNTEERS UPDATE –

Sally Barbour sent Amy an update letter on the status of volunteers. In summary, Sally still has not heard from the Guilford County School system so she will leave it up to the school system to contact her. There is still a sporadic flurry of students wanting to help out for projects. Sally has found it helpful to direct them to the website for a good explanation of what would be expected of them. She cited that many students do not contact her again once she suggests they check out the duties involved.

Sally is considering forming a new Yahoo group for contacting volunteers to help fill in kennel shift needs. She noted that some volunteers have dropped their names from the existing group because of an excess of e-mails generated by it, and Sally is hoping this new group will meet their expectations and satisfaction for notification purposes. She is going to make some inquiries to see if this would be well-received.

Sally reported that the weeknight re-scheduling issues seemed to have quieted down and returned to a stable status. When John Whitsett joined the kennel staff, it created an opening for evening turnout, but Sally reports that a former volunteer has filled that opening. She also mentioned that a third helper has been added to the every other Sunday morning crew and that has been helpful.

She is also considering mailing postcards or some other way over the next two months to again thank volunteers for their efforts at GFNC. She suggested that we might consider doing something during the day we hold the Santa pictures/Spa Day.

Once again, we all voiced our appreciation for the wonderful job Sally is doing as our Volunteer Coordinator.

SATELLITE REPORTS –

Rick briefly mentioned that things were going well with the Charlotte satellite group. The recent return, TNT, was probably going to be adopted again soon, and he adopted the Greyhound Axel.

GFNC Charlotte is getting ready for several holiday events, and are planning a 12 Days of Christmas event. Rick also volunteered to be Santa at the Third Annual Dog Lover's Dog Show event on November 5th in Winston-Salem.

Barbara Brooks communicated with Amy to give the following update: They attended the Sandy Paws event and got a Greyhound, Paul, adopted as a result of it, plus they have another application in process as well! Ducky McComas set up a mini Meet-and-Greet outside a theatre in Jacksonville to promote Greyhound adoption in conjunction with the release of the movie "50/50" that incorporated the adoption of a Grey in the storyline. Ducky reported greyt success with this endeavor, and Barbara tried to do something similar, but theater managers in the Wilmington area were not as receptive due to insurance issues. They are trying to round up enough volunteers and their Greys to participate in a Christmas parade. Adoptions seem to be slow at this time, and while they have had some interest in Greyhounds, many folks back off when they are told the amount of the adoption fee. Hopefully, things will pick up after the holidays.

No satellite report was available during the meeting from Asheville.

GRANT UPDATE –

Amy mentioned that Christina Newsome brought in \$1,500 for vet bills through a grant she coordinated. We are very thankful to Christina for her efforts.

Chris Liga stated that she is going to redirect her grant efforts towards vet bills as most grants available are aimed at these types of operational expenses. She also mentioned that she is hoping Tracy Eyre will be able to help her with these grant-writing efforts.

OTHER MISCELLANEOUS ITEMS –

The next board meeting will be held in Concord at Panera Bread either February 19th or 26th, 2012 from 1 – 4 PM. More details and the exact date will follow.

It was suggested that we find a professional photographer to help us promote Greyhound adoptions. The idea is to take professional photos of the Greys up for adoption. Several group members agreed and said they have seen reports and read articles supporting this idea. Many organizations have increased adoption rates using professional quality photos to present their adoptable pets, and we would like to do something similar for our Greys. We will begin looking for a photographer and would ask this person(s) work with Denise to post these pictures on the GFNC website.

In order to reach out to new adopters and to those who have lost a Greyhound, Amy suggested that we write Thank You notes to new adopters and send Sympathy Cards to adopters who have recently lost a Grey. We could assign this task to one or more board members for a month at a time and rotate this task.

It was mentioned that Sally and Blanche do call recent adopters to follow up on the progress of new adoptions.

Linda stated that she has registered GFNC with The Volunteer Center in Greensboro.

Linda also reminded Amy to write the annual end of the year letter to the GFNC membership.

The meeting commenced at 1:00 PM and it was adjourned at 4:45 PM.

Submitted by Janice Opalinski – Outgoing Secretary/In-Coming Vice President of the GFNC Board