

GREYHOUND FRIENDS OF NORTH CAROLINA, INC.

Minutes for Greyhound Friends of NC Board Meeting held January 28, 2017 in Greensboro, NC.

BOARD MEMBERS PRESENT

Melissa Cormican (via Skype), Desta Hudgens (Secretary), Linda Landry, Sandy Lucas (Treasurer), Rick Montgomery, Amy Reynard (President), Malay Shah (Vice President)

OTHER ATTENDEES

James Witherspoon (Kennel Manager)

The meeting was brought to order at 1 p.m., and the minutes of the previous meeting were approved.

OLD BUSINESS

Financial Update - Sandy

Sandy provided a review of our 2016 expenses and income. We are in good financial standing at the current time. The increased adoption fee is more in line with the vet bill per dog and we are breaking even more often versus losing money on each adoption. The number of adoptions is up and we are ahead of budget regarding adoptions. Our year-end letter generated an uptick in donations and we are in good financial standing due to a successful year.

Kennel Update - James

Higher adoption numbers have generated more collars being sold each week. Premier Collars are still being included with the adoption fee. Denise continues to expertly manage the custom collar sales and inventory, and the process is working very well. Most adopters purchase the upgraded collar when they adopt. Denise will continue making fleece coats but will discontinue making raincoats. The board expressed our appreciation for Denise's efforts and ongoing support. We are proud of the work being done by this team.

James has done great work building relationships with sources for our greys. He is able to request specific gender and/or cat status if needed to maintain a balance of hounds in our kennel. Adoptions continue to go smoothly; despite the higher number of adoptions, returns are very few and far between.

We project a higher number of adoptions this year than last if we continue in this pattern. The increase in 2016 adoptions started with an increase in May/June adoptions. James credits the increase with the new website going live – the team gave kudos to Malay for building the site.

We welcome Charlotte Eby-Peinert from Triangle Greyhound Society to the team part time on Mondays. She is bringing her test cat weekly and this is working out well. We are grateful for the support and partnership with TGS.

James that reported a donor approached him and expressed interested in donating money towards a new tub. We have another donor willing to cover the plumbing expense to install the tub. Per

James, the largest tub on Amazon is priced at \$2,000.00. James will research types and cost of tubs and report back to the group.

The GFNC van will need extensive repairs this year (transmission is slipping) and purchasing a new van will be considered. James to research new van as follows:

- Consider owner financing options, used versus new
- James will send specs to Sandy re: what size/features are needed
- We will also check w/rental companies on prices and what is available for sale off-lease vehicle.
- Proceeds from plaque sales will go towards van fund
- A volunteer has come forward and offered to provide some help w/van pricing through a friend in the car/van business
- Insurance and taxes will increase if we purchase a new or used van

James reported on a dog who went home with a highly difficult case of hookworms. Weeks of repeated treatment were required to treat worms. We are deworming twice monthly at the kennel to prevent an outbreak. No issues found in dogs at the kennel.

New fundraising plaques should be in next week. They will be installed at the kennel and pictures will be posted to the website to promote the sale of additional plaques. We expect plaque sales to increase once people see the new plaques mounted in the kennel.

A large shipment of dog food was donated by the SPCA and our supply is good.

Mountain Hounds Update - Rick

Our new Mountain Hounds website is up & running - Thank you Malay for your continued excellent work on our web image! The new website includes online registration and will allow us to download attendee info into a database. This should streamline management of registration/attendee badges, meals, tshirt information, etc.

This year is our 13th year. Rick reported the Mountain Hounds event has brought in \$110,448.56 since its inception. The new T-shirt design was drawn by caricature artist Annie Roberts – it will be used for posters as well. We have secured a new local potter this year and are confident mugs will sell well at the event, plus overflow can be sold at Beach Bound Hounds. New hotels are opening around Sidney James as well as across the street. We have lost the open grass area across the street, so vending will move to the park. Additional tents will be provided at no charge by the Sidney James at the park for vending. The MH team requested help getting sponsors for different parts/items of Mt. Hounds to increase net income from the event. Sponsorships could include: donations for drinks, the Penske truck rental, printing the event booklet, the Mountain Hounds Hustle, Swag Bags, Silent Auction items.

NEW BUSINESS

2017 Budget

Our new budget figures are based on the new \$325 adoption fee and adoption of 200 dogs. Very few line items have changed since last year's budget. If we purchase a new (used) van, our insurance and tax expenses will increase.

The group discussed making a contribution to Gatlinburg in support of the community in the wake of the fires in the fall of 2016. We agreed \$250.00 would be reasonable. Rick will check on appropriate charity for this donation.

New Land's End logo items

Malay shared the recent offering of GFNC logo items via Land's End. We are grateful to the volunteer who paid to set up our Land's End store. This store gives an option to those who choose to order via Land's End. The offer will appear on our website. We do not receive any proceeds from sales. Rick proposed using Run With It Embroidery to offer one-off custom items as an alternative. He will provide a proposal to the board regarding expense and % donation from sales via this option.

Hound Boutique Store

Dog-specific items will be moved to the front of the office area to offer more visibility. Shirts will be moved to the back. Purchases of new clothing will continue to be limited to Open House, Drop-ins and Sandy Paws. Options to streamline the variety of items for sale at the kennel and/or online were discussed.

Pet Therapy In response to inquiries about pet therapy, the group confirmed that GFNC does not sponsor, insure or run a pet therapy group. Participation in pet therapy is up to each individual person/adopter.

2017 Fundraising

We hope to get the new tub in time for Spa Day. We will not hold a drop in for Red White and Roo this year; this campaign will be suspended for the time being to try new ideas.

Adopt a Greyhound Month Open House - April 8th 11-3

Food will be offered by the Snack Wagon instead of our traditional bake sale & grill (www.friedpicklepeople.com). Linda is working on the menu and planning for set up. This will save funds and reduce waste. We will receive a percentage of the proceeds from sales. We'll shuttle volunteers from parking at the church across the street, as we have lost our volunteer parking area due to the sale of the property next to the kennel.

Vendors:

Run w/ it Embroidery, Houndstown (on consignment), GFNC, Savannah Torres, Aid 4 Greys Barking Lot treats (on consignment)

Other activities:

Photos with the Easter Bunny will be offered for the event using personal cell phones. Photos will immediately be texted to donors to keep things simple. \$5.00 donation, 12:30 - 1:30.

- Blessing of the Animals
- No Speaker
- Set up on Friday
- Hounds on Parade

- 50/50 Raffle - 2 times
- No Bag Raffle
- Raffle Items - possible 2 items (Godiva Basket, other item)

Open House Advertising

Melissa - working on newsletter

Linda L. - to do local PR (news, radio, tv)

Black Friday/Cyber Monday – We will offer merchandise specials again, as they did will in 2016. Lesson learned this year: confirm inventory ahead of time so we don't sell items that are out of stock.

Giving Tuesday – We will put more emphasis on marketing this day to make GFNC top of mind for donors (takes place the Tuesday after Thanksgiving)

Summer events in place of Red, White and Roo - Spa Day - July 15th

- Dunking Booth?

- Corn Hole Toss

Other Items

Penny's Vet is working on a presentation to post on our site. The goal is to educate adopters about the risk of hypercalcemia. This is a possible Mountain Hounds speaker (given availability of funds/other speakers)

Sandy made a motion to invite Roy Mayo to join the board. Motion was seconded, Amy will make a call to Roy.

Next Meeting July 2017, date TBD.

The meeting was adjourned 4:05pm