

## Meeting Minutes - 4 Paws Board Retreat - 12-9-2017

**Attendees** - Amy Wilcox, Eddie Young, Helena Brooks, Jamie Lindeman, Ralph Brueggemann, Wally Gerbus, Jake Persky, Karen Shirk, John Jolley

### Discussion Items -

- Salesforce - Ralph reported out on the Salesforce implementation and the board discussed remaining functionality and whether to continue to search for pro bono work or to outright pay for the development
  - Board approved to engage with Prolicity for an estimate - Erin to contact - Karen to distribute details to Board Members via email
  - There are two specifications that need to be completed: (1) Web forms integration with Salesforce and (2) Mapping
- Salesforce has 4 phases
  - Phase I-Dogs
  - Phase II-Clients
  - Phase III-Financials. This is a critical component and will need to be integrated with Salesforce).
  - Phase IV-Vet
- HR Resource - Jessica is working on a job description. Key considerations -
  - Compensation range
  - Reporting relationship (within 4 Paws)
  - 'Level' of desired candidate
  - Parttime vs. fulltime
  - Consider using LinkedIn for recruiting
  - The focus should be on what the position expectations are (job that needs to be done for the organization) and the combined value of competencies and experience that the person offers
  - The strengthening of the profile and use of LinkedIn for recruiting would be productive. <https://www.linkedin.com/company/4-paws-for-ability-inc/>
  - It was emphasized in the meeting the importance of staff training to the future of the organization. It was inferred in the meeting that the HR position be responsible for training.
- Puppy House -
  - Can we use the recently acquired trust money to replace the puppy house, as well as to purchase the house immediately behind the current house
  - Board agreed to approach Animal Arts with some questions about their engagement and possibly getting started
  - A future deliverable is a Campus blueprint to make sure that all of the pieces will fit together into a coherent design. This will need to be adaptable to future constraints.

- Fundraising - Fundraising is fragmented and we don't seem to have a clear priority on where we want to spend our time
  - Reminder of the four pillars we identified in the April retreat:
    - Corporate (other) partnerships
    - Online store
    - United Way
    - Events, including the 20th anniversary
  - Notes
    - We are well branded nationally but not locally
    - Our current social media fundraising has netted \$75k in the past few months; is there an opportunity to do more?
    - Can we do 20th anniversary to build brand locally?
    - Do we want to limit our events to Xenia knowing that simple demographics limit \$\$ potential
    - 20th anniversary
      - Kelly sponsorship
      - 15th anniversary was done in Cincinnati
      - October 2018 is the month of the anniversary
      - Event can be in Columbus, Cincinnati, or Dayton
      - Kelly has a group of volunteers who are willing to help organize
      - Would prefer that board takes the lead on planning
      - Can bring UC and other collegiate help
      - Karen, Kaylin (sp?), Kelly, Jennifer, Jaki, Helena, Wally
- Finance / Audit - Jamie gave an update our current audit and financial report process and the board discussed alternative (possibly real-time) solutions (such as Kirsch CPA BOSS solution)
  - Recommend to set up an introductory call with Kirsch, Karen, Finance/Audit committee
  - The Integration with Quickbooks and Salesforce needs to be evaluated. This is Phase III of the Salesforce implementation and is essential for determining the actual cost of a dog.
- Ohio State Student Consulting for Nonprofit Organizations (SCNO) - Board recommends to apply to the organization with a stated potential project of social media and brand assessment and strategy; Ralph to complete application
- Endowment- the implementation of an endowment has been deferred.
- Technical Infrastructure
  - The implementation of a consistent antivirus product is a priority including the use of timely updates.

- The configuring of the PCs for Administrative support is an open item that may be done by a client in the future.
- Investment - the splitting of the \$1 million into \$250,000 parts to accommodate FDIC (The standard insurance amount is \$250,000 per depositor) banking was discussed. Alternately use a Brokerage account and place in money market for higher returns.

**Action Items -**

- Solicit Salesforce project estimate(s) from Prolicity - Erin (Karen to distribute to Board)
- Review LinkedIn 4 Paws profile and to recruit HR position - John / Karen
- Contact Animal Arts with questions about their engagement - Helena / Karen
- Coordinate 20th anniversary celebration kick-off call - John (w/ additional: Karen, Kaylin (sp?), Kelly, Jennifer, Jaki, Helena, Wally, and any spouses / etc... who would like to participate)
- Send Board Member biographies w/ picture to Helena - Board Members NLT 12/31/2017
- Set a date in order to post advanced notice - committee (as initial action item)
- Send John any thoughts on venues, etc... in Cincinnati (preferred location) - Board Members
- Submit application to Ohio State Student 'Consulting' for Nonprofit (SCNO) - Ralph
- Each person should use Team Drives to share documents and the [\\*.board@4pawsforability.org](mailto:*.board@4pawsforability.org) for communicating information