

Erin Bittner Deep Dive

- Responsibilities include:
 - Oversight of the Puppy Socialization Program
 - Oversight of the Foster Program
 - - goal would be the puppies would go directly to a foster home at 8 weeks after socialization and not go to prison program or wait here and re-purpose the prison program
 - Oversight of the breeding program
 - Facilitates communication for the Prison Program
 - Notes: each prison is different and when questioned about the opportunity to enter women's prisons, there are few such and they already have service dog programs
- Challenges and goals:
 - How many foster homes would we need? Karen replied 200-300 additional; currently 160 college / 90 traditional. Would like ~ 400 total.
 - Unify the traditional and college programs so they are not completely different
 - Better select breeders (in the Breeding Program), pairing them, attend genetics and breeding conferences and grow the breeding program
 - Staffing, especially in the socialization department; perception is that it is not a career and can be somewhat monotonous and always more dogs than they can work with - overwhelmed
 - Started a weekly trainer / socialization meeting to help improve retention
 - Could we have dependable, committed volunteer socialization
 - Key socialization is to get out to experience different conditions like elevators, sounds, steps, large groups; also take to cognitively disabled children (like Amy does)
 - Volunteer socialization have to do 40 hours volunteer work before
- Recently started a training program for puppy foster home
- Added two new staff; one to spend more time with the traditional foster program and one to take the college program
- Erin could use board member support in recruiting foster homes and socialization functions (as well as the Salesforce implementation)
- The topic of Data Management - fosters, breeding, etc... came up
- Can board help create video modules to scale Erin (we do have a college student who makes the videos but needs the footage)
- Could use an administrative assistant

Salesforce Demo

- Can we build a web form that directly uses a service to create the record directly in salesforce?
- Can salesforce send alerts to remind people to submit their reports?
- **Action** - Continue Salesforce conversation(s) and next steps / actions in Operations Committee

- **Action** - Amy (and Erin?) to meet with Operations Committee to do knowledge transfer of Salesforce

Finance & Accounting Committee

- Need additional board members for the committee
- Audit set to be delivered on 6/30
- Working to better integrate our monthly budget report with financials with FHF with Quickbook integration
- Discussion about committee roles, responsibilities, and goals
 - Help with auditor selection
 - IRS audit complete; next audit would be 3-6 years
 - Recently completed a dog cost analysis
 - Can the Finance committee define what 'good' would look like for a Capital Campaign for the puppy house, buying the various targeted properties, paying off the loan on the current building, etc... = Capital Funds Roadmap
 - Goal - monthly metrics for board meetings

Operations Committee

- Committee is also down in size
- Primary [current] goal is the Salesforce implementation - draft plan is posted
- Board communication toolset - we will try a closed Facebook group to start and consider longer term cloud solutions
- **Action** - Karen to set up Board Member private Facebook group like the others
- Is there a cloud solution for 4 Paws staff? Seems to be included in the Wells Foundation proposal
- **Action** - Amy to set up a 'catch-up' meeting with the Operations Committee
- **Action** - Operations Committee to set up a meeting with the Wells Foundation to talk RFP and Website review - also follow-up for website review
- Operations Committee to review HR governance challenge(s)
- **Action** - Helena to bring HR resources from her company to talk with Brian and meet to figure out HR direction
- **Action** - Should we consider a building maintenance update? - Helena will talk with a staff member at her company about recommended updates. Also dust, dirt hair, HVAC recommendations

Programming Committee

- Agreed to switch focus of committee from Salesforce / IT to fundraising and brand awareness / building
- Agreed to change the name from Programming to Fundraising
- Can we put together an annual fundraiser driven by the board?
- Can we establish a speakers bureau? (This was an agenda item the committee did NOT get to in the last committee meeting.)
- Categories / Ideas for the Fundraising Committee:

- Pet food / supply companies for donations
- Annual fundraiser(s)
- What's in it for them from a donor (for instance a company) perspective
- Can we engage with a celebrity
 - Caliperi (UK coach)
 - Tony Stewart
- Can we engage with a politician (or spouse?)
- Have a social media plan in place to take advantage of anything that goes viral
- Naming rights for puppy house or something?
- Increase brand awareness in order to raise funds
- Foundations?
- Can we leverage our facility as a research / data institute, for instance - come test out service dog friendly wheelchairs
- Pharmaceutical companies
- Azai company relationship (are there other opportunities)
- Magnolia Paws for Compassion
- Industry of products and humanization of pets such as Potty Pads
- More corporate support
- Product endorsements - kongs, nylabones, cesar bites, etc...
- Amazon Smiles page
- Primary Fundraising Needs:
 - Pay off the building
 - Pay off the building
 - Build a puppy house
 - Operating expenses
- **Action** - take one targeted company / opportunity / product to talk with at next Fundraising Committee
- Establish a presence at events like "Bark at the Park" Cinci Reds and other sporting events
- Take 4-5 puppies in vests and let company employees play with puppies
- **Action** - Define primary 'fundraising pillars' - corporate connectivity, brand awareness, annual events, events like runs, etc...broad categories
- Flying Fur run at end of Flying Pig Marathon
- Do we have canopies and other stuff to take to events? If not should we consider purchasing to complement some of our signage?

Compensation for the staff

- Reviewed salary bands, roles, compensation and staff raise information
- Salary structure, etc... should be a part of our overall HR strategy

Client Experience

- We reviewed some of the challenges with the client experience such as the lack of reviewing the pre-class prep material, the survey, etc....

Recruitment of Members

- We reviewed the need for more board members
- **Action** - Each board member should be actively recruiting potential board members
 - Some desired areas: Finance, Legal, HR, Veterinarian, Sales
- We are currently at: 9 (includes Greg)
- Max according to regulations: 15
- We should also be recruiting volunteers like Eddie's friend for the building or Eric for Salesforce

Items to Vote on -

- We voted unanimously to elect Amy Wilcox as Board President and Chair immediately (Greg agreed to stay on the board until his move)
- We modified the proposed revisions to the Code of Regulations, separate account for the board, instructions of how, where, etc... for contributions
- We voted unanimously on the proposed revisions for the board member nomination / selection process to meet with the CEO and on the Mission and Vision
- We passed on voting on the changes to policy as submitted by Karen, agreed to email thoughts and vote at a later date

General Notes -

- Every board meeting should have a one pager that shows progress, etc..
- How do we solve the challenge of HR governance? Can we out-source? Board committee?
- We agreed that so long as board members agree to not post and to only be passive observers, that we should consider joining the following Facebook groups to learn more about our families -
 - 4 Paws for Ability Private Traditional Puppy Homes
 - 4 Paws for Ability Family Network
 - And the public site
- **Action** - add Client Experience to Fundraiser Committee Agenda
- **Action** - Karen to create a closed Facebook group for the board