

MISSOURI ANIMAL CONTROL ASSOCIATION

EXECUTIVE BOARD MEETING MINUTES

November 1, 2017

Board Members Present

*Nycole Griffin
Mark Hastings
Teresa Gilley*

*Holly Bowie
Christine Portmann
Sandy Alexander*

*Carmen Skelly
Shari Pijut
Dan St. Lawrence*

Board Members Absent

Lorraine Lester

Brandon Anderson

Beth Gillespie

Kyle Held

There were no non-board committee chairs or recognized guests present.

The meeting was called to order at 10:34 a.m. at the Columbia/Boone County Health Department, in Columbia, Missouri. Roll was taken, all board members were present except Secretary Lorraine Lester, due to illness, Beth Gillespie, due to illness, Brandon Anderson due to a sick child and Kyle Held who was attending a funeral. Shari Pijut made a motion to excuse all absent board members from the meeting, with Christine Portmann seconding and all others voting in favor.

The proposed meeting agenda was handed out by Nycole Griffin. Carmen Skelly made a motion to accept the proposed agenda, with Shari Pijut seconding and all others voting in favor.

Secretary's Report

Due to Lorraine's absence from the meeting Holly Bowie will attempt to record the meeting on her phone and Nycole Griffin will be taking notes and transcribing the meeting. Lorraine distributed meeting minutes via email prior to the November 1st 2017 board meeting. The emails included minutes for board meeting September 19th 2017 and the annual business meeting held on September 21st 2017. Nycole asked if everyone had time to go over the minutes and if there were any necessary corrections. Holly stated she found several grammatical and spelling errors. Nycole asked if anyone had any issues other than grammatical and spelling errors, there were no other issues suggested by the board. Due to Lorraine's illness Holly agreed to correct the grammatical and spelling errors. With those revisions being noted, Mark Hastings made a motion to accept the September 19th 2017 minutes as noted with Shari seconding and all others voting in favor. Christine made a motion to accept the September 21st 2017 minutes with the revisions being noted, with Carmen seconding and all other voting in favor.

President's Report

Nycole advised she has taken over the macapresident1@gmail.com email account and will be passing it onto the next president when her term is up. She will be using this as her contact email for all public MACA forums; she will however continue to use her old email address for all board communication. Nycole feels it would be a good practice for all future presidents to take on the gmail address so there is no lull in communications from the website after the position changes hands. Nycole advised she was supposed to be getting the president "stuff" from JT Taylor at this meeting but he was unable to attend do to a family medical emergency. Nycole stated she will most likely just have to take a trip to JT's office to retrieve the items. Nycole handed out the results of the 2017 Annual Conference Survey. There were a total of 33 surveys with the front section complete and 32 with the back section complete. Some attendees did not answer all questions but the survey still seemed to give very good results. Overall the 2017 conference was a big hit and because of the great responses to the scavenger hunt we hope to make it an annual thing. Nycole stated she felt the 2017 Conference went extremely well and she has a lot of confidence that Holly will make it even better in 2018.

Vice President's Report

Vice President Holly Bowie had nothing to report at this time as we will speak about the 2018 conference during new business.

Treasurers Report

Carmen advised she emailed copies of the Treasurers report and account histories prior to the meeting and asked if there were any questions or concerns. After a short discussing no issues were found. Carmen advised as of September 29th 2017 the Main association account had a balance of \$28,676.30 and the Certification account had a balance of \$3,744.11. Carmen reported the 2017 Annual Conference had a net gain of \$3,393 and the Certification training held in Harrisonville had a net gain of \$460.99. Several board members expressed happiness over these net gains. Nycole stated she will be working on finding a time to go meet Carmen so they can get Nycole added to the bank account and JT removed. Shari made a motion to accept the Treasurer's report with Mark seconding and all others voting in favor.

President Nycole Griffin requested via email prior to this board meeting and it was noted on the proposed agenda to have the committee chairs from JT Taylor's presidency do a final report during this portion of the meeting. She also stated in the email that new committee chairs would be announced during the new business portion of this meeting.

Awards

In an emailed committee report JT sent to Nycole he advised there really isn't anything new to report at this point, and he has nothing to turn over to the next committee chair. In 2017, the definitions and criteria were more clearly defined for each of the awards and therefore, he feels, moving forward soliciting awards nomination and selecting award winners should be much easier.

Certification

Christine advised the Harrisonville Certification class was October 25th and 26th 2017, with 17 attendees and 5 board members in attendance. Christine reported the class went well and had an 88% pass rate. The attendees have been notified and certificates were sent out. The certifications for re-certifications have also been mailed out, with the exception of one person who was given until November 1st to pay. Christine advised the Certification boards semi-annual board meeting went well. She stated the committee discussed issues with the membership fees since it is unknown if all attendees are members. The Certification board feels they should only certify members of MACA. Carmen will be doing a financial study of the course to see what the actual cost average is to attend to see if there needs to be an adjustment to the cost of the course to include membership dues or it is already available. Christine advised April 10th 2018 will be Humane Day at the Capitol. Christine also reported the dates have been chosen for 2018. Spring Certification training will be April 11th and 12th 2017 at Baymont Inn and Suites in Jefferson City and the fall training will be in St. Louis at HSMO, on October 24th and 25th 2018. Christine advised they will be ordering new manuals for the 2018 class, so they will be looking at costs and any changes that need to be made to the training or the test.

Constitution and Bylaws

Nothing to report

Historian & Photographer

Mark stated he took 350 photos at the 2017 Annual Conference. Mark gave Nycole a flash drive containing these pictures and Nycole will be getting them to Gina Tanner so she can add some to the website. Mark also advised pictures have been added to the Facebook page.

Legislation

Shari had nothing new to report at this time.

Membership

Holly advised there are currently 135 MACA members. She stated that membership is down because 40 members that were current in July 2016 did not renew July 2017.

Holly included an inventory of items being turned over to the new membership chair as follows:

- 1. A flash drive with the following digital files:
 - Membership invoice template*
 - Return address template*
 - Membership records 2013-2017*
 - Membership guidelines**
- 2. Mailing Envelopes (approximately 250)*
- 3. Assorted file folder for agencies – Holly recommended these be disposed of*
- 4. MACA membership cards (approx. 1000)*
- 5. CD labels (partial pack)*
- 6. Assorted mailing labels*
- 7. Stamps (1 full roll, plus 16)*

Merchandise

There was no Merchandise report because it was inadvertently left off of the proposed agenda and not noticed by the board until new business.

Nominations

Nycole advised in a committee report emailed to her by JT he stated that the 2018 elections will consist of one executive officer (the Vice President) and four board seats (Christine, Brandon, Shari, and Sandy) After a short discussion it was realized that Sandy Alexander has two years left on her term not one year. This is due to Holly Bowie vacating her director seat with two years remaining to accept the Vice President position, leaving 2 years on her term not one. Sandy replaced Holly in her director seat.

Scholarship

Teresa stated she had nothing to report on Scholarships. Nycole advised the online application for the 2018 Annual Conference is open.

Social Media

Nycole reported the MACA Facebook page had 970 likes at this time. She advised pictures from the conference including the scavenger hunt have been added to the page. She also reported placing a link of the Facebook page to some of our new items available in the MACA online store. Nycole advised Holly added the sponsor page from our 2017 Annual Conference folder to the Facebook page to give thanks to our sponsors. Nycole stated that she would like the board to consider opening a private/closed/secret Facebook group for MACA members only. She stated this would have to be monitored to only allow current paid in good standing members to remain in the group and we would have to remove members that are no long in good standing. This would need to be a joint effort with the Social Media chair and the Membership chair. After some discussion the board agreed it would be nice for members to be able to use this group to seek advice that would not be viewable or shareable to people outside of the group. Nycole will work on getting the group started.

SOP

Teresa stated she had nothing to report.

Vendors

Holly reported the 2017 Annual Conference had 9 Vendors using 10 tables. Vendor interaction was a huge success thanks to the Vice President/President Griffin's introduction of Vendor Bingo. \$5,300.00 in grant money was received from four organizations and used to sponsor various meals and social events. Holly stated thank you letters to vital donors and sponsors and grant reports are not yet completed, but will be completed by November 29th, 2017.

Holly included an inventory of items being turned over to the new vendor chair is as follows:

1. A flash drive with the following digital files:
 - 2017 completed vendor registration forms for reference

- W9 tax form (will need to be updated with President Griffin's signature)
 - Templates for vendor registration and meal registration
 - 2017 sponsorship signs, logos, and sponsorship booklet page for reference
 - 2017 conference donation/sponsor request letter and scholarship letter for reference
 - Petsmart Charities and ASPCA grant agreements for reference
 - Vendor worksheet with vendor and sponsor contact information
 - Vendor guidelines
2. Science Diet Rope Toys (47)
 3. Petsmart Charities Collapsible Bowls (33)
 4. Petsmart Charities Post it Notes (26)
 5. Petfinder Bumper Stickers square (48)
 6. Petfinder Bumper Stickers oval (53)
 7. Purina Measuring Cups (15)
 8. Purina Bone Bag Clips (31)
 9. Purina Cat Tail Toys (48)
 10. Miscellaneous Swag
 11. MACA Swag Bags (111)
 12. Shed Tool Small (78)
 13. Shed Tool Medium (81)

Holly advised she did mail out thank you letters to vendors, sponsors, grantees, and organizations that made general donations. Holly also stated the grant reporting for Petsmart Charities has been complete, the ASPCA online grant system does not have any reporting requirements listed although the grant report mentions reporting due in December. Holly has emailed the ASPCA to inquire as to their expectations.

Newsletter

In an email committee report Nycole received from JT he stated the September and October Newsletters had been emailed to Gina. JT also requested to have a survey posted on the website so that the members can decide how often members would like to see the newsletter. There was some concern from the board that JT must have the Newsletter approved before he has it posted. Nycole reported she has already emailed JT and advised him that he will need to send the Newsletter to her for approval before sending it to be Gina to publish on the Website. Nycole also advised she contacted Gina to make sure the Newsletter was not published without approval. Gina advised Nycole she hasn't received a Newsletter since the August 2017. JT has yet to make contact back at this time.

Website

Nycole handed out a report Gina provided through email. In the email Gina reported the website had 14,459 visitors to the page so far this year. That is up from 2016 with 13,699 and 2015 11,694 and we still have a few months until the end of the year. The most popular pages are in order below.

1. Index	3,568	26.5%
2. Training	1,867	13.9%
3. Board Members	884	6.6%
4. Certification	592	4.4%

5. Help Wanted	476	3.5%
6. Awards	388	2.9%

There was a short discussion by the board concerning some issues with the website. The board would like the website to generate an auto response when someone registers for training and when someone makes a purchase through the MACA store. There were also several concerns with the website being “dated” and “not user friendly”. Christine advised issues have been brought up in the past but it is hard to explain when Gina is not at a meeting. Christine suggested we contact Gina and arrange a time and place for the board to meet her in person so that we can all look at the Website together to see if things we want done are possible for Gina to do. It was also discussed that we may consider “spending more to get more”. Nycole advised she would contact Gina to arrange a time and place to meet her in person and would advise the board as soon as something was set.

Old Business

Nycole stated this was already gone over quickly in the Nominations committee report but Sandy Alexander has two years left on her term not one year. This is due to Holly Bowie vacating her director seat with two years remaining to accept the Vice President position leaving 2 years on her term not one. Sandy replaced Holly in her director seat.

New Business

Mark Hastings stated he would like to see MACA find a way to recognize years of service of MACA members. The board discussed this and felt it would be a great idea but will need to do some research to try to find a way to determine years of service.

Holly reported she and Nycole have been discussing changing up some things; they would like to offer more opportunities for sponsors and vendors, adding different levels for both sponsors and vendors including different incentives. For example a smaller donation could allow a business to include their pamphlet/flyer in the registration swag bag and a larger donation could include Facebook advertisement, website advertisement, the business name on a sign at the conference, and could include time to speak at the conference. Nycole stated these are just a few examples they are considering and they will be working with Shari on some new ideas. The board expressed interest in this and agreed it would be a great idea.

Nycole stated because JT had been planning the 2018 Mini MACA’s while still president she plans to allow him to complete them this year with her supervision. There was a lot of concern from board members including wanting both Mini’s to offer the same material, wanting to know who was going to be instructing each course, approving cost of materials and any other expenses before JT spends the money. The board would also like to choose the courses that will be available at the training. Nycole agreed and she would be emailing JT after the meeting.

Nycole stated some of the committee chairs will remain the same and some will change hands. She also stated that a few board members will be in charge of more than one committee. Nycole also added a Grants Committee chair and a Mini-MACA committee chair.

New committee assignments are as follows:

Awards- Kyle Held

Certification- Christine Portmann

Constitution and Bylaws- Brandon Anderson

Historian and Photographer- Mark Hastings

Legislation- Dan St. Lawrence

Membership- Sandy Alexander

Nominations- Mark Hastings

Scholarships- Teresa Gilley

Social Media- Teresa Gilley, Nycole Griffin

SOP's- Brandon Anderson

Positions- Dan St. Lawrence

Vendors- Shari Pijut

Grants- Shari Pijut, Holly Bowie

Merchandise- Beth Gillespie

Non-Board Committee Chair

Website- Gina Tanner

Newsletter- JT Taylor

Mini MACA's- JT Taylor (with Nycole Griffin supervising)

Nycole advised she and Holly recently took a trip to Lake of the Ozarks to look at some venues for the 2018 Conference. Holly advised the board that all the hotels she checked in the area had higher rates than the hotel in Springfield but we the members wanted to see the conference move back to the Lake area so we were going to have to spend more money. Holly stated she and Nycole visited 3 venues while at the Lake, The Lodge at Old Kinderhook, Camden on the Lake and Inn at Grand Glaize. Both Holly and Nycole agreed the Inn at Grand Glaize was very dated and really felt like a "step down" from the last 2 years conferences and the cost was not much lower than the other hotels she checked. There was a short discussion of some other issues the board had in the past with the Inn at Grand Glaize and they also felt it would not be a good fit for the 2018/2019 conferences. Holly stated the rooms and amenities at Camden of the Lake were wonderful but the cost of the rooms was way out of our price range at this time and unless they could give MACA members a serious discount she didn't think it would be feasible to have the 2018/2019 Conference there. Both Holly and Nycole spoke very highly of the Lodge at Old Kinderhook stating the Hotel is only 2 years old and on a beautiful property. Holly advised the hotel only has 84 rooms which means MACA would basically "take over the hotel" if we chose to have the 2018/2019 conferences there. Holly advised her only real concerns were the food being quite a bit more expensive than past conferences, and the room prices being slightly higher than the past few years. Holly requested a budget from Carmen as to how much has been spent and how much should be spent, Holly also asked Carmen if we are supposed to make money, lose money or break even at the annual conferences. The general consensus is that we try to break even and if we make money we can add that to the next year's budget. There was a

discussion about making a decision on a location and Holly stated she would send Lance (Old Kinderhook hotel contact) an email stating some concerns and asking a few more questions. Lance should be sending a corrected proposal soon. Holly also stated she is going to work on a proposed budget for the 2018 Annual Conference using The Lodge at Old Kinderhook as the venue to present to the board soon. Holly also stated she feels that when we are able to get more grants we should be spending more money to give the members a memorable conference.

Next physical meeting will be held on January 10th 2018 at the 44 Stone Public House in Columbia, MO at 10:00 a.m.

With there being no further discussion, the meeting was adjourned at 2:09 p.m. with Teresa Gilley making the motion to adjourn and Dan St. Lawrence seconding with all others voting in favor.

Respectfully submitted,

*Nycole Griffin
President
Missouri Animal Control Association*