

CRAN Notes Board Meeting 4/23/22  
Meeting started at 5:03pm

Board members present: Louanne Koch, Kim Konevich, Lyllian Breitenstein

Officers present: Rob McIntosh

Public present: Emily Ciscell, Justin Ruffler, Avery Stewart

Called to order at 5:02p

Corrected minutes (moved by Lisa, seconded by Louanne): Anago spelled correctly now in last Board minutes. Emily pointed out the lifesaving percentage switched because it doesn't include natural deaths of cats in our care against us, statistics-wise.

Rob presented Financials, he ran them for February through April. Our Net Revenue was \$2475 more than we spent. We had \$4500 in Facebook donation payment. The FB donations are a unique situation because they are not broken down by cause or by cat. These were probably donations in support of our special needs cats. The only way to see actual returns is to create a specific fundraiser for a cat (like a GoFundMe).

Our Statement of Financial Position is \$160,000 this year, compared to \$118,000 this time last year. Rob raised the question, What to do with the extra cash?. He suggested we spend it on personnel, perhaps an Executive Director. We will need to move in this direction to meet our long term goals. It was also noted that this August marks our 15th year as a nonprofit (beginning as West Coast Dog and Cat Rescue)

Kim presented the Foster Update: She said we have a solid network, a few returning fosters. She has been working the list and reaching out.

Medical Update: Since our February meeting, cat Lemonade had surgery to correct her spinal birth defect, she was seen in Portland at OVRA. She is recovering well. Elder cat Valor, who had contracture from being declawed years ago, has had his splints removed and he can now walk fairly well. It remains to be seen if surgery will be necessary in the future. Jean is working on a grant for Lemonade's MRI; we have not gotten the bill yet.

Marketing & Social Media Update from Lyllian: she has 2 new volunteers helping her.

Fundraising update from Emily: she asked us to Save the Date for a July 2nd fundraiser called "Craft for Cats". She secured a matching donation of \$1000 if we can raise the first \$1000. The fundraiser will be held at the Unitarian Church Social Hall in Eugene. She is hoping to have food trucks there. It will be a DIY event, \$5 entry, with cat-themed activities. Marci Seghetti is looking into putting together gift baskets to be raffled off.

Adoption Stats: In March, we had 46 cats and kittens taken in; there are 107 intakes YTD. We had 5 barn cat applications since our last meeting; they were referred to Toni Ray, Debbie McNamarea, and Coast Humane Society.

Avery presented the Volunteer Update: We are desperate again, looking for a volunteer recruiter. She has posted flyers at vet offices, and is going to a radio station as well. July 9th will be our Summer Event, she will post about it on the CRAN Volunteer Facebook page.

We are running low on some sizes of CRAN t-shirts (small, 3X). She is also going to look into new merch like sweatshirts or stickers

TLC report: We are full, and need a Friday shift volunteer. Sharil has been delivering supplies and helping keep the stockrooms organized.

OLD BUSINESS: None presented

NEW BUSINESS: The Board will be rewriting the euthanasia and hospice guidelines. Also, Louanne will draft an email to Lyllian for the Spring Campaign Fundraising Letter. Rob will help with the Mail Merge and send out.

Justin had an update on Cars for Cats: he is using the Google grant to drive this. They also have a real estate program where properties go to auction after 30-45 days, and 80% of the revenue generated would go to CRAN. It's a turnkey operation through the same vendor that does the Cars for Cats. There is a minimum \$5,000 price for land and \$50,000 for commercial property. This does NOT apply to timeshares, mobile homes, or funeral plots.

Louanne moved to end the General Session at 5:50pm; Lyllian seconded.

Respectfully submitted,  
Lisa Lundquist, Secretary