

CRAN Notes Board Meeting 6/13/22

Meeting started at 6:03pm

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

Officers present: Rob McIntosh

Public present: Emily Ciscell, Justin Ruffler, Sydney Brisco, Julie Mason, Jean Harman, Karrin Jackson, Patti Hansen, Carole Thatcher, Cathy Worthington, Judy Clark, Kate Tryhorn

Called to order at 6:03pm. Lyllian moved to accept last meeting's minutes as is, seconded by Louanne

Rob presented Financials for May. We spent \$5802 more than we took in last month, but our bank balance is healthy and we are about to launch into a Summer fundraising campaign. Of the \$27,000 we spent last month, \$25,000 of it was for medical expenses.

Our Statement of Financial Position is \$153,000 (including \$17k invested with Edward Jones) this year, compared to \$124,000 this time last year. So we are still trending up despite spending more than we took in last month. He acknowledged that we are fortunate to be able to help so many cats and kittens with special needs, as is our mission.

Kim presented the Foster Update: She said we have 50 active fosters but can always use more. The challenge in the summer is that our fosters want to take vacations and have trouble finding pet sitters. Sydney asked how we recruit fosters, other than word of mouth from existing fosters? Lyllian shared that we have fliers and posters going out to the community, starting with the Crafts for Cats fundraiser. She added that we post fliers in vet clinics and CRAN-friendly businesses as well. Patti suggested we could get some high school students to pass out flyers as part of their community hours (during the school year).

Kim also presented the Surrender Team Update: we are getting 5-7 surrender requests PER DAY right now and the concern is that number will increase with WAG not performing spay and neuter surgeries to help with population control. Shout out to Sarah and Emily, who do a great job tracking these incoming requests. Someone brought up it might be interesting to track the reasons for surrender (ie new baby, moving, owner passed away, etc). We do not currently do that. Kate asked whether we track returned cats separately from public surrenders? Karrin mentioned she does, in a spreadsheet where she tracks adoptions.

Louanne presented the Medical Update: We currently have 12 neuters a month for us at McKenzie, and 5 standing appointments per week with WAG; our challenge is to find help while WAG shuts down their surgery department in the search for a Certified Vet Tech (CVT). There will be no S/N surgeries performed after June 24th, until a new CVT can be hired and trained. According to Louanne's WAG contact Misha, they have been looking since last October, and have raised their wage offer twice now in hopes of attracting candidates. Louanne acknowledged that the cat rescue community has really come together on social media to try

and help WAG, sharing the job opening on Facebook pages. Our Partner Vets have also agreed to look at their schedules and try to figure out a way to help us in the meantime.

We have several cats right now that are renal (kidney) cases, and one kitten on FIP treatment (West) which is going very well.

Lyllian presented the Social Media and Marketing update, along with contributions from Julie and Justin. They are working on a fundraiser for FIP kitten West, to help pay for the medical treatment. Lyllian is working with Lisa Cassidy and Kimmy to make videos for adoptable cats; the goal of that special project is all cats over 1 year old shall have videos as part of their online profile on our website. We also have a push right now for June is Cat Adoption Month, featuring many of our long-time foster resident cats.

Justin shared some Google analytics for our website and explained how it tracks which search words people use and how many searches end up at the CRAN website. We have the highest traffic on the Surrender portion of our web page (Justin showed those analytics as well). He also revisited the Cars for Cats and Land for Cats programs presented in the last Board meeting, and mentioned the new ResQ walk app from Best Friends Animal Society that allows CRAN fans to track miles that they walk, run, and bike. The miles add up and we get a portion of grant money according to how many miles we log each quarter. We have been moving up in the ranks!

Julie shared that our CRAN business page has been getting a lot of surrender requests. When she gets those, she gives them search suggestions on Google, offers them advice, or directs them to the tools and resources on our CRAN page.

Jean presented a Fundraising Update: Judy Clark is going to join the Fundraising Team and Jean is hoping she can help with event planning. Jean herself is focused on grants. While we have received a couple of smaller grants from PetSmart, Jean concentrates on the unsolicited grants, which tend to be larger and require a huge commitment to data gathering.

Emily reminded us of the July 2nd fundraiser called "Craft for Cats" from 11-3. The fundraiser will be held at the Unitarian Church Social Hall in Eugene. She could not secure food trucks, so they have decided to have a bake sale, and she asked for anyone who likes to bake to contact her. She is working on collecting craft donations for supplies for the event; Karrin suggested using the FB Buy Nothing group to ask for supplies.

Lyllian and Jean are working on the Go Go Cat Calendar again this year. This fundraiser made \$14,000 in 2021. Carole Thatcher and volunteer Tammy Goss are managing the blue bag bottle drop project. Carole asked that we nudge our friends (and ourselves) to fill up those blue bags and drop them off. We are making less on this project this year than we did last year.

Karrin presented the Adoption Team update: she is now in charge of the Adoption Counselors and it is going well so far. We do not have a lot of applications right now, but we have been

getting some good ones. As we get more and more kittens ready to go, she may need more counselors. (Of course, we don't know what our kitten adoptions will look like without WAG's help as well).

UPCOMING EVENTS: Catinental Volunteer Breakfast is Saturday, July 9th from 10:30-12n at Alton Baker Park. There is also going to be a Rummage Sale on Saturday, August 13th and Sunday, August 14th at Emily's house. All proceeds will go to CRAN.

OLD BUSINESS: None presented

NEW BUSINESS:

Lisa shared that she has an ongoing connection with Cat Adoption Team in Sherwood (near Portland), and may have a way to help with the surrender requests. CAT is willing to transport healthy, unaltered kittens and young adults to their facility in Sherwood, where they have 2 in-house vets. All they require is the kittens be friendly, free of ringworm, URI and diarrhea, and have had their first FVRCP vaccine. Lisa and Kim are going to partner on getting this partnership going, and once we are an approved partner with CAT, we can transport weekly as they have space. CAT comes to Springfield every week to take cats and kittens from rescue groups all over Oregon, including Rogue Valley Humane Society, Coast Humane Society.

Louanne has reworked the CRAN Code of Conduct, including wording from various existing organizations. She shared her draft on the screen for all to review, and asked for feedback. Someone suggested including behavior on our Social Media pages as part of the Code of Conduct, and Patti suggested safety and hygiene as part of acceptable conduct in the catteries.

Lyllian mentioned that we may start looking at new software packages, as we have not done anything with ShelterLuv and there is better donor software out there than what we currently use—Kindest. She would never change the software without consulting those who use it, so she asked for anyone with website experience to partner with her on exploring new possibilities. Justin mentioned that he would help.

Our next Board meeting will be Sunday, August 14th at 5pm

Louanne moved to end the General Session at pm; 7:23pm, Lisa seconded.

Respectfully submitted,
Lisa Lundquist, Secretary