



FOOTHILLS ANIMAL SHELTER

BOARD OF DIRECTORS BOARD MEETING for THURSDAY, December 15,2022

10 AM – 12 PM FOOTHILLS ANIMAL SHELTER, 580 MCINTYRE STREET, GOLDEN

Via TEAMS

AGENDA

TOPIC/DISCUSSION ITEMS	PRESENTER/FACILITATOR
Call to Order and Roll Call	Chris Lindsey, President
Public Comment	Chris Lindsey, President
Approve November Minutes	Chris Lindsey, President
November Financials November Licensing Report	Lea Araki, Director Finance and Administration
Licensing Marketing Plan	Joan Thielen Marketing & Community Engagement Manager
Executive Director Reports Apparel Order	Connie Howard Executive Director
Adjourn	Chris Lindsey, President

**Foothills Animal Shelter
Board of Directors Meeting
November 17, 2022– 10:05 am
Foothills Animal Shelter
Golden, Colorado**

Call to Order and Roll Call

The meeting was called to order by Chris Lindsey at 10:05 am.

Board Members:

Chris Lindsey, City of Westminster
Melissa Ryder, City of Arvada
Robert Buchan, City of Lakewood
Mary O'Neil, County of Jefferson
Ariany Young, City of Edgewater
Marianne Schilling, City of Wheat Ridge
Alex Mansfield, City of Golden

Foothills Animal Shelter Staff:

Lea Araki, Director of Finance and Administration
Connie Howard, Executive Director
Becca Clark, Development and Administrative Coordinator
Teresa MacKillop, Development and Administrative Coordinator
Joan Thielen, Marketing Manager
Maggie McSchaefer, Director of Animal Behavior and Sheltering

Public Comment

No public comment.

Approval of Minutes

A motion was made by Chris Lindsey to approve the October 2022 Foothills Animal Shelter Board Meeting minutes. Marianne Schilling motions to approve the minutes, Alex Mansfield seconded the motion. The motion passed unanimously.

October Financials

Lea Araki started with the P&L statement. Earned income did well last month. \$95,000 of the \$129,000 earned income with the reductions. The budget for that revenue line was only \$50,000. That decreased the deficit we had in that area year to date; we are now down just 3% under budget. That allowed us to catch up on earnings. The additional passthrough from Friends of \$364,000 is reported this month in addition to the \$150,000 we reported last month so that puts our passthroughs well over budget. On the expense side we continue to remain significantly under budget. The only area where we are overspending Lea approved for Kristin Galles, Volunteer Manager wanted to purchase reusable goods so that expense was approved. Property costs are high due to heaters being turned on; HVAC came over twice last month. Still right at budget. Overall expenses still significantly under so no concerns.

Balance sheet – nothing significant. Chris Lindsey asked about big projects before the end of the year. Maggie stated we are waiting for installation on things that have already been put in

motion, the half wall to be installed and PACFA doors need to be installed still. Will not exceed an additional \$20,000 and that is under budget of what we had set aside.

October Licensing Report

Lea Araki started with the licensing report. Monthly licensing. Still on trend with the 2-2,500 per month. About three days behind on processing due to an employee being out one day. End year around 25k licensing. Compared to 2021 – 7,000 licenses less. Continue to see decrease year over year due to participation.

Expenses. Everything is trending usual except for a small expense on small tags. Only outstanding expense for the year. Tags come from an outside company.

Executive Director Report

Connie Howard passed around a paper for board members to sign if they need a nametag. Connie asked for clarification on the public comment on last month's meeting about advertising our link to teams meetings for the public to attend. Connie wants to clarify public process. Board members confirmed that they post their packet online as well as a zoom link for virtual meetings and calendar for the meeting schedule. Connie states we will change that to post the board packet instead of just the agenda, and we will start to post the meeting to our website for the public to attend.

Connie stated that we have a lot of court cases. We are continuing to see very high intake numbers, October was 935 intakes, and our transfers also increased dramatically last month. We did offer half priced adult dogs and cats last week and it was very successful with 150 adoptions. High demand requests both in state and out of state. Staffing is very stable, new vet started Monday. The facility improvements – cat room G is complete, and Maggie is now designing what is going in our Cat Adoption room. We just received a grant from Purina for \$20,000 and we have another donor that is providing us \$10,000. We have the money for these renovations. Expectations once designed is that it will be months but they will be custom. Lisa Feldman has accepted the job of Director of Philanthropy. She starts December 12th. Strengths in fundraising worked at UCLA for years and at DU most recently. In middle of Colorado Gives and the winter appeal. Joan Thielen notes that we are doing really well, trending over 10,000 over 3,000 above from last year. Marketing for winter appeal doesn't start until after CO gives day, doing really well. Last year we were at \$23,000 and now we are at almost \$30,000 now. Becca Clark will be leaving Foothills and Teresa MacKillop will be stepping in to help in this position.

Adjourn

A motion was made by Chris Lindsey to adjourn the November 2022 Foothills Animal Shelter Board Meeting at 10:23am.

**Foothills Animal Shelter
Friends of Foothills Joint Meeting
Board of Directors Meeting
November 17th, 2022 – 11:06 am
Foothills Animal Shelter**

Call to Order and Roll Call

The meeting was called to order by Chris Lindsey at 11:06 am.

Shelter Board Members:

Chris Lindsey, City of Westminster

Melissa Ryder, City of Arvada

Robert Buchan, City of Lakewood

Mary O'Neil, County of Jefferson

Marianne Schilling, City of Wheat Ridge

Alex Mansfield, City of Golden

Ariany Young, City of Edgewater, Shelter Board Representative

Friends Board Members:

Michelle Simons, Board Member

Jeff Berry, Board Member

Mike Berry, Board Member

Marlo Quade, Board Member

Cassie Tanner, Board Member

Stan Koniz, Board Member

Foothills Animal Shelter Staff:

Lea Araki, Director of Finance and Administration

Connie Howard, Executive Director

Joan Thielen, Marketing & Community Engagement Manager

Ashley Havenner, Marketing and Events Coordinator

Becca Clark, Development and Administrative Coordinator

Teresa MacKillop, Development and Administrative Coordinator

Maggie McSchaefer, Director of Animal Behavior and Sheltering

Public Comment

No public comment.

Approval of Joint Meeting Minutes

A motion was made by Chris Lindsey to approve the July Joint Meeting 2022 Foothills Animal Shelter Board Meeting minutes. Marianne Schilling motions to approve the minutes, Cassie Tanner seconded the motion. The motion passed unanimously.

FFAS 2023 Approved Budget

Lea Araki referenced the Friend's budget that was approved last Wednesday. Lea directed the Board to look at the 2023 budget version 2 (4th column). Initially there was concern over the level of revenue we were proposing but after looking at the actuals YTD, we noticed that we outperformed the budget from 2022. The changes that were made seem very reasonable. Lea stated that she believes with the new incoming Director of Philanthropy and her expertise in many of these areas, we have a lot of opportunity to get large returns on investments. The number of times we currently are not including donation asks (example: annual report) we

obtained from her interview. We think with that combined with how well we have made our goals in the past and with the natural growth of our year over year revenue growth, we feel very comfortable with these numbers. Lea stated she believes the board also feels comfortable with these numbers and the budget. The previous version was a copy and paste on the expense side, but after reviewing, about \$20,000 was cut and saved in expenses, so that increases the net income. The budget was passed by the board last week. Lea asked for any specific questions on this budget. Lea added that she would add that the passthrough amount has exceeded the budget line, adding that it is a very aggressive budget but very doable.

FFAS 2021 990

Lea Araki referenced the 990 (50 pages). At the last board meeting the board went through the budget line by line and it was approved. If you compare this budget to January 2022 board packet you would see that some of those numbers are different, that is due to the post audit numbers. The final audit financial statement will match the 990. It was approved by the Board with just administrative changes.

2023 FAS Budget Presentation and Vote by FAS Board

Lea Araki referenced the proposed budget which is brought forward for approval today. The only changes between this version and the one you saw last month is that we increased the line for bequests, because we already have \$300,000 of planned bequests where we received notice of death benefit with the beneficiary. With \$300,000 of committed dollars, we increased that budget to \$450,000 and we decreased the passthrough of responsibility from Friend's down from \$2 million to \$1.8 million. That is the only difference, everything else remains the same, as well as the operating net loss of \$577,000 that was discussed, especially because this year we put \$1.2 million in savings mostly due to large bequests that we received. We will most likely use \$400,000 of that for operational expenses for next month, which is standard for us. With that savings alone we expect this to cover the deficit that we expect to have next year. Lea stated this is a very conservative budget for us, especially with any type of anticipated economic uncertainties. Connie added that the first draft of the budget was front-loaded with all our salary adjustments. You can see in our long-range planning meeting that one of the commitments is to pay a living wage. We are still struggling with that for the front desk staff and the back of the house staff. In identifying that we have a potential for a recession next year, the raises were tiered instead of all frontloaded. So we have some that will happen in January, a market adjustment. Most of our cost is salaries. We have pared down and really streamlined all of our expenses over the last few years so there isn't a lot of opportunity to effect and as you know this is a very staff driven process within this organization. Eight to ten thousand animals are touched by a human every day here in the shelter. Budget sets us up for conversations about the sustainability of the licensing program over the next year. Chris Lindsey makes a motion to approve the 2023 budget as proposed. Robert Buchan seconded the motion. All were in favor. The motion passed unanimously.

Adjourn

A motion was made by Chris Lindsey to adjourn the November 2022 Foothills Animal Shelter Board Meeting at 11:18.

Jefferson County Pet Licensing Marketing Plan

Objective

Increase awareness and purchase of Jefferson County Pet Licensing utilizing earned media.

Date: January – April 2023 (Q1)

Goal: do we have a goal?

Foothills Animal Shelter will work with partner agencies to provide marketing resources and tools to help increase awareness and purchase of the Jefferson County pet licenses. Foothills will utilize its earned and owned marketing resources to leverage this campaign while helping partner agencies develop their marketing plans.

Messaging

Licensed to ...

- Hike
- Love
- Dog

Responsible pet ownership looks good on you – license your dog today.

A license not only helps get your lost pet home, but it supports Foothills Animal Shelter so we can continue our life-saving work for thousands of homeless animals. This program is brought to you in partnership with your local animal control agencies.

Start the year on the right *paw*. Purchase your Jefferson County dog license today.

Advertising

Marketing Dates:

- Q1 – January through April 2023

Deliverables:

- Print – posters
- Social Media Plan and assets
- Email

- Website Content

Earned Media:

- Reach out to local media partners to request earned marketing of campaign.
- Media Alert to all local stations and publications.
- Editorial content.
- Posters hung at local businesses and with partner organizations.

Owned Marketing:

Email:

- Schedule below

Signage at Foothills:

- Lobby posters
- TV Ads
- Handouts in adoption packets

Social Media:

- Market across social media channels to promote event:
 - Facebook – posts and stories/event
 - Instagram – posts and stories
 - Collaborative posts with partners
 - TikTok
 - Twitter
 - LinkedIn

Foothills Animal Shelter Marketing Vehicles

Vehicle	Description	Calls to Action	Audience	Date Range	Resp.
Foothills Email	Responsible Pet Ownership Looks Good on You	Licensing push	Dog adopters from 2021 and 2022	January	Joan
Website	Pop up on Foothills Animal Shelter website	License your dog	All	March	Joan
Social media	Facebook/Instagram /Twitter/LinkedIn/Nextdoor	License your dog	Facebook, Instagram, Twitter, LinkedIn. TikTok	1/18 2/15 3/15 4/19	Brian
Print	Posters	License your pet	Shelter visitors/partners	January – April	Joan design/everyone distributes
General Newsletter	Include ad in general newsletter	License your pet	All	January February March April	Joan
PR	Pitch to media & paid programming shows	License your pet – start off the year on the right <i>paw</i> .	All	January March	Joan



Executive Director Report

December 15, 2022

Connie Howard

Shelter Update:

PACFA report in your packet. Continue to be busy in the shelter.

Friends Fundraising:

Colorado Gives Day: Donations counted Nov. 1 – Dec. 7. Included online giving on Colorado Gives Day website and Foothills Animal Shelter website.

- \$169, 992.96 from 1,303 donors.
- 2021 Colorado Gives Day raised \$162,220.49 from 1,322 donors

Winter Appeal (YTD): Donations counted Nov. 1 – Dec. 12 (11 a.m.). Excluded Dec. 6 and Dec. 7 website donations as these were counted towards Colorado Gives Day.

- \$151,072.12 from 1,212 donors
- 2021 (YTD) donations: \$142,236.33 from 743 donors. Excluded Dec. 7 and Dec. 8 website donations as these were counted towards Colorado Gives Day.

We uncovered an issue with our import of all donations from last year's Co Gives campaign. We marked over one thousand donors as no email and/or no mail. Which has affected our communications and donations from this group this year. We corrected the issue this past week.

Facilities:

New doors have been installed.

PACFA Statistics November 2022

	Dogs	Puppies	Cats	Kittens	Birds	Small Mammals	Reptiles	Rabbits	Others	Total
Beginning Count in Shelter	91	12	93	48	4	13	0	5	1	267
In Foster	9	1	10	46	0	3	0	0	0	69
Total Beginning Count	100	13	103	94	4	16	0	5	1	336
Incoming										
Stray	106	6	64	24	2	1	1	1	3	208
OREL	116	17	40	14	2	21	1	10	5	226
Trans In from Colorado	22	2	13	30	2	9	0	4	0	82
Trans In from Out of State	58	44	39	56	0	0	0	0	0	197
Others (Protective Custody, Property Hold, Court Hold, Bite Quarantine. Etc.)	37	1	8	8	0	0	1	0	12	67
Total Live Intake	339	70	164	132	6	31	3	15	20	780
Outgoing										
Adoptions	182	68	136	151	7	30	0	10	17	601
RTO	115	1	31	1	0	0	0	0	0	148
Trans/Rescue Out - Colorado	0	2	0	0	0	0	0	0	0	2
Trans/Rescue Out (Out of State)	0	0	0	0	0	0	0	0	0	0
Other (TNR ect, Released by Agency, Euthanized/released by offsite vet...)	0	0	0	0	0	0	0	0	0	0
Sub Total - Live Outcomes	297	71	167	152	7	30	0	10	17	751
Died	0	0	0	2	1	0	0	0	0	3
Missing/Stolen	0	0	0	0	0	0	0	0	0	0
Shelter Euthanasia	19	1	7	2	1	1	1	0	1	33
Sub Total - Other Outcomes	19	1	7	4	2	1	1	0	1	36
Total Outcome	316	72	174	156	9	31	1	10	18	787
Shelter End Count	109	9	87	45	1	16	2	10	3	282
In Foster End Count	14	2	6	25	0	0	0	0	0	47
Total End Count	123	11	93	70	1	16	2	10	3	329
Length Of Stay (No exclusions)	9.3	7.8	14.1	19.5	7.1	20.4	5.1	9.2	9.2	12.7
Length Of Stay (No CH, PC, Foster)	7.5	4.7	12.3	8.4	7.1	17.4	5.1	9.2	4.4	8.9
Data Check	0	0	0	0	0	0	0	0	0	0

% of Live Outcomes

Adoptions	61%	96%	81%	99%	100%	100%	0%	100%	100%	80%
Redemptions	39%	1%	19%	1%	0%	0%	0%	0%	0%	20%
Transfer Out	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

% of All Outcomes

ShelterEuthanasia	6%	1%	4%	1%	11%	3%	100%	0%	6%	4%
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Live Release Rate

Total Live Outcomes	751
All Outcomes	787
Live divided by All Outcomes	95%

Asilmoar LITE Live Release Rate: Live Outcomes divided by All outcomes (minus O/R Euth).

For example, 1,000 Live Outcomes divided by 1,500 (ALL outcomes minus 50 O/R Euth). $1,000/(1,500-50)=.69$ or 69%

Beginning Shelter Count is formatted to carry over from previous months ending count. Fields in green are hand entered/fields in yellow are calculated

Better Together Stats September 2022

Protective Custody

Total animals: 63 Dogs: 31 Cats: 26 Reptile/Amphibian: 1 Fish: 5	ACO brought: 29 Over the counter: 32 Porch Light: 2
Total patrons: 42	Foster: 18 animals Cat: 12 Dog: 6
Average Length of Stay: 13.6 days	Average LOS in foster: 7.2 days

Patron Circumstance

Animal Circumstance

Housing: 16	Housing: 31
Incarceration: 4	Incarceration: 4
Hospitalization: 7	Hospitalization: 9
Owner deceased: 5	Owner deceased: 8
Domestic Violence: 8	Domestic Violence: 8
Unknown: 0	Unknown:
Other (financial, car accident): 2	Other: 3

Services provided

Spay/Neuter: 2 dogs	Microchip: 0
Medication admin:	Animal supplies: 6 dogs
Food: 2 dogs	Referrals: 9 dogs

Total Redemption/Relinquishment

Relinquished (including deceased owners): 24 (%)
Relinquished (excluding deceased owners): 18 (%)
Reunited (including deceased owners): 39 (62%)
Reunited (excluding deceased owners): 45 (71%)

