



Monmouth County SPCA
& Homeward Bound Adoption Center

Monmouth County SPCA Board of Trustees Meeting

Tuesday, September 8th 2020 | 260 Wall Street, Eatontown NJ 07724

Presiding: Christine Hanlon, President

Attending Trustees:

Board of Trustees President: **Christine Hanlon**

Board of Trustees Vice President: **Andrew Grossman**

Board of Trustees Secretary: **Gary Goldfarb**

Board of Trustees Members: **Robert Honecker, Lisa Stavola, Tom Shapero, Fran Turner, Andrew Grossman, Gary Goldfarb, Sean Byrnes (via voice call)**

Attending Staff:

Executive Director/Chief Law Enforcement: **Ross Licitra**

Associate Executive Director, Director of Development: **Barbara Lovell (via ZOOM)**

Finance Director: **Robert Stern**

Development Media Coordinator: **Lindsay Sanator (recording minutes)**

Meeting called to order by President Christine Hanlon at 6:30 PM

Christine requests attending to review minutes from last meeting (Annual Meeting) of June 30th

Motion: Motion to approve the minutes from the June 30th Board meeting. Motion approved by Andrew Grossman and seconded by Robert Honecker. All in favor and none opposed.

Finance Director's Report: Bob Stern

Bob states we are doing well despite the pandemic and what we are faced with this year. Impacted negatively on things related to pandemic that require public intervention i.e. thrift store, VVCC surgeries, gift shop, animal intake and adoptions.

Despite the pandemic, feline adoptions is on par with 2019 numbers. We are below projected numbers on the dog side due to decreased intake/transports however getting back into the groove, and hoping for no relapse in state restrictions.

VVCC doing tremendous job, record number of surgeries – haven't missed a beat. 60K under budget but that was anticipated due to pandemic and Drs. splitting time in the shelter. Great job to everyone in VVCC maintaining revenue streams to serve the public.

Expense side, we are seeing expense reductions that correlate with the revenue reduction. YTD we'll be in good shape, in the black. We still have a loan for \$500,000 that is predicated for keeping people employed which we've been hitting the mark for with the exception of some non-essential staff. We are off appx 3-4% on payroll from last year. Between payroll, utilities, interest on mortgage we will most likely be approved for loan 100% forgiveness.

Christine asks if anyone has any questions about the financial report.

Member asks, where did we get the loan from?

Bob responds: First National, our mortgage holder, and Brian was great with great with the process. We missed the first round but Brian made sure that he helped out and expedited the process for the second round. We have Insperity to help with the reporting side to make sure everything goes smoothly.

Christine thanks Bob for keeping us in the black.

Christine asks if anyone has any other questions for Bob.

Christine thanks Fran Turner for hosting the Annual Meeting.

Christine requests for Barbara to start Development Report.

Development Director's Report: Barbara Lovell

Uses Budget to Actual for going through Development's numbers. Fundraising budget for 2020 was just over \$2,900,000 and as of July, Bob's numbers brought us to \$2,191,000 that gives us roughly \$750,000 to fundraise for between now and the end of the year. Unfortunately there is no forecasting for what is going to happen with NPO's due to COVID.

Our in-person events have suffered, although some organizations like the Girl Scouts of Jersey Shore, who recently honored Christine have had some events. Leadership at MCSPCA decided at the beginning of the shutdown that we would not spend time or staff resources on planning events until we knew what was happening – so the balance of 2020 will not reflect any in-person fundraisers.

The Budget vs Actual, we still have 3 major direct-mail appeals planned for income although we're not sure what they will bring in in terms of people being out of work and making their year-end gifts. The end-of-year appeals usually bring in a tremendous amount of money, performance for 2020 appeals have been closely matching what they've brought in during previous years. We will be incorporating our COVID and our Belford stories, which both did well on social media, into the year-end appeal for familiarity to inspire donors to give. Straight donations in the beginning of the year were \$1,200,000, was one major gift in the beginning of the year and thanks to the Turners with the \$300,000 matching gift (turned to \$600,000) which was a very successful "experiment!"

We will be doing our Fur Ball online auction that typically brings in 10-20K when in-person. We have some great items donated, email sent to Board for some creative donation ideas. If any Board member would like a more specific donation ask please let Barbara know as we know what sells well. Auction will be November 8th to the 15th via social media and email blasts, will also do our regular auction.

Back up to line item of Pantry Pals, worth nothing we are doing additional touches to sustaining donors, mid-year letter since they usually only get 1 letter at the end of the year. We started the year out by designing magnets for our Pantry Pal donors to display. We think small touches are responsible for the increase of donations due to stewarding them well.

To round out fundraisers, our outside fundraisers being \$161,000 include hoarding cases. 1-day of fundraising for Belford case, most of what we made after 20th of July, we raised over \$100,000 for that specific case.

Barbara confirms with Bob that the \$14,000 from last year in the fostering line item was a special ask when inundated with kittens that included \$10,000 donations and individual gifts, Bob confirms. That number also pays for Margaret's salary, a PT kitten foster associate.

Canister program suffering due to lack of in-person coin donations.

Grants and restricted donations, very hard to come by due to COVID related saturation. Development team going after as many available grants as possible, including small grants we normally don't apply for. Today was on a ZOOM meeting today to report a \$2,500 grant, again – not typical but needed at this time. The big piece of the \$398,000; the \$365,000 is for various projects, capital projects for HVAC system, pantry remodel inside shelter, Admin relocation and really neat equipment to make a lot of our programs better such as walkie-talkie radios for animal care, a lot of VVCC equipment such as IV poles, ocular devices, brand new way of doing a certain type of surgeries. We budgeted \$330,000 in restricted funds, refers to Bob to see how much of that is for capital projects. Safe to say that development needs to find another \$200,000 or more to make up for that. Can't guarantee that we're going to get to \$2,900,000 without the restricted

funds but we've had an incredible year with bequests, working on another one for \$125,000. We do have a quarter left of the year and although we may not hit the Development, we are amazed how generous the animal welfare community has been. Feels very lucky and blessed to have a team who works so hard.

Barbara thanks Andrew Grossman for seeking new donors and supporters in Monmouth County.

Andrew says you're welcome.

Christine asks if anyone has any questions for Barbara.

No questions.

Christine refers to Ross for the Executive Director Report.

Executive Director's Report: Ross Licitra

Statistics, Intake on par with what it was last year, adoptions a bit off – 1,747 we're normally avg 60-70 adoptions per week and we're at about 51 which is still remarkable being under the thumb of the pandemic. VVCC numbers are very impressive, 3,400+ appointments, uptick in revenue at \$651,000. We are \$60,000 below but we are working under a completely different situation than other years. Animal control has been on par with normal numbers, about same as last year along with TNR being on par as well, 1,600 cats so far looking at 2,000 by EOY.

Ross asks if anyone has questions on statistics

No questions.

Old business: Monmouth County Information Technology Dept. on converting the shelter over to their platform and having their expertise on hand, still in the midst of doing that and working on new apartment conversion. A lot of the work has been done pro-bono by the county and freeholders.

The apartment conversion to administrative offices is nearly complete. 2 bids from GTN Contractors (\$106,910) and Farrah Builders (\$151,900) with contract awarded to GTN Contractors. Conklin Furniture owned by Jill/Tyler Arnold, Jill is our foster manager – given good discount, price to outfit office was \$51,942.92. Overages and additional work include \$24,728, things such as sprinkler system, doors replaced, generator (\$39,578) window treatments (\$2,482.12) Total cost with architect was \$231,441 with \$190,000 donated by the Turners. September 17th is when the furniture will be installed and we should be moving in 3rd week of September.

Ross asks if there are any questions.

Andrew asks what color the furniture is.

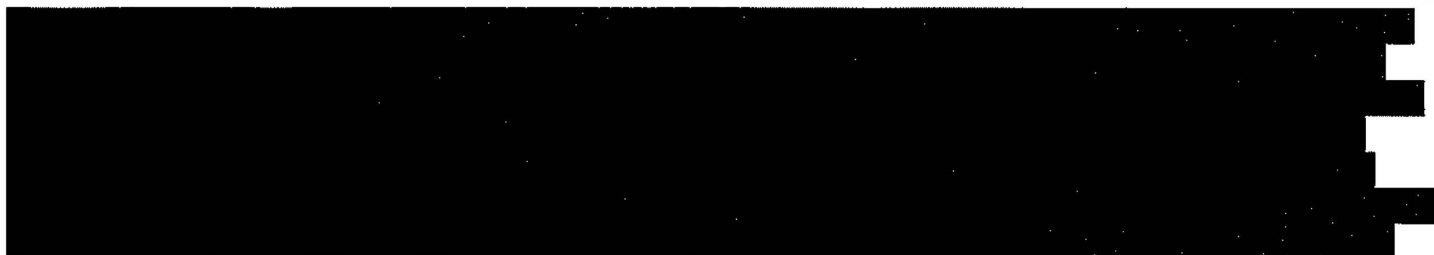
Ross replies shore colors, grey, blue some bright colors.

Andrew asks who consulted the colors.

Ross says he chose them himself.

Andrew asks if water is running

Ross replies it's all up and running and suggests a tour after meeting.



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

New Business: Shelter kitchen is in desperate need of a renovation. Last renovation was in 2006-2008, it's used every day, all day and is falling apart. Went forward with an architect to draw up the plans (\$2,500) and E&A Restaurant Supply has been retained to fit the stainless steel components and commercial grade dishwasher, for all of the equipment \$30,168.58. 3 contract bids were given out, 2 didn't opt for the job so bid was awarded to GTN Contractors for \$51,782,00. Happy to report that Sheldon and Anne Vogel have donated \$90,000 towards the project, which leaves us with around \$10,000 for various expenses. We are anticipating the start of this project in about 3-4 weeks.

Christine asks if Board Committee reports have meet met upon during COVID

Group responds no.

Christine asks if anyone needs an Executive Session to discuss anything.

Group responds no.

Christine asks if there is anything anyone would like to add.

Group responds no.

Motion: Christine motions to adjourn. Bob Honecker & Gary Goldfarb motion to adjourn. All of group in favor.

Christine adjourns meeting at 7:01 PM