

Minutes of the 1st Quarter Meeting of the Directors

Date: 3/22/24

Location: San Felasco Tech City – Lily’s Office Boardroom and Virtual Meeting via Zoom

Christopher J Amerman (CJA) acted as chairperson, and Sheena Drost (SD) acted as secretary of the meeting.

The meeting was called to order at 4:40 P.M.

The secretary announced that the meeting was held pursuant to notice properly given or that notice had been waived by directors entitled to receive notice.

The secretary announced that the following directors, constituting a quorum, were present at the meeting:

Present in person: CJA, Erin C Amerman (ECA), LD

Present by conference call: SD

Absent: N/A

The following persons were also present at the meeting: N/A

Name	Title
<u>Scott Drost</u>	<u>Operations Manager</u>
<u>Karla Oliveira</u>	<u>Development Manager</u>

Proceedings:

Election of Directors:

The following persons were elected directors of the corporation to serve a one-year term.

Sheena Drost, Lily Darnell (LD)

CRITTER CREEK FARM SANCTUARY, INC.

The secretary announced that the presence of the directors, including the newly elected directors, represented a quorum.

The minutes from the prior directors' meeting dated 03/22/24

[] were read by the secretary.

[x] had been distributed prior to the meeting, and a reading was dispensed with.

After discussion, a motion to approve the minutes was made by ECA; seconded and approved.

The following reports were presented:

Report: 1st quarter income and expense reports

RESOLUTIONS:

1. Be it resolved that the following amendment to the corporate bylaws replaces the current EXHIBIT A (pg. 21):

Director Name	Address	Phone and Email	Term
Christopher Amerman	26118 NW CR 239 Alachua, FL 32615	(813) 313-9720 circeamerman@aol.com	perpetual
Erin Amerman	26118 NW CR 239 Alachua, FL 32615	(813) 340-4919 ecamerman@aol.com	perpetual
Sheena Drost	3606 NW 54 th Ln Gainesville, FL 32653	(352) 256-9000 sheenadrost@gmail.com	1-year
Lily Darnell	11230 NW 31 st Rd Gainesville, FL 32606	(954) 258-0183 lily.c.darnell@gmail.com	1-year

CRITTER CREEK FARM SANCTUARY, INC.

IN WITNESS WHEREOF, the Directors hereby acknowledge they understand and agree to this amendment to the Bylaws and have executed these Bylaws on 3/22/2024.

Christopher Amerman _____
Date

Erin Amerman _____
Date

Lily Darnell _____
Date

Sheena Drost _____
Date

Other Business: No "Other" Business

On motion duly made and passed, the following resolutions were adopted or rejected by the votes indicated below:

1. The resolution to amend Exhibit A in the corporate bylaws was adopted unanimously.
2. The resolution to amend Article VII of the Articles of Incorporation was adopted unanimously.

Old Business:

1. President ECA presented the new fundraising plan to the board. The board and Development Manager (Karla) discussed the following points:
 - a. Ensure donors feel their contributions are appreciated.
 - i. Send thank you emails and postcards.
 - ii. Depending on the donation amount, send thank-you gifts.
 1. Magnets, pens, stickers, t-shirts, photos
 - b. Come up with more options for donating, but be sure not to overwhelm donors.
 - c. Events have proven to be great for supplemental income and are a great outreach source.
 - i. Continue suggested donation for entry at moo-kets.
 - ii. Events must be worth the time, money, and effort spent.
 1. Must net at least \$500+
 - iii. Hold an open house event at Critter Hills once a year.
 1. Tickets \$15 each
 2. Limit to 200 guests due to parking
 - d. Start pursuing large grants and corporate sponsors.
 - i. Karuna Foundation
 - ii. University of Florida
 1. We support many of their students and school clubs each year with volunteer opportunities and interviews/projects for journalism students.
 - iii. Impossible Foods and Beyond Meat

1. It only makes sense for the largest bovine sanctuary in the U.S. to be sponsored by a plant-based meat company.
- e. Work on gaining more individual donors.
 - i. Outreach at events
 - ii. More social media presence and interaction
 - iii. Create an EPK (electronic press kit)
 - iv. Post to Patreon and TikTok more often
 1. Upload videos and photos to shared album for Karla to post.

The board voted unanimously to adopt the new fundraising plan.

2. President ECA discussed the priority of creating an Advisory Board in 2024. The board agreed and will create a Google Doc with the names of those who might be interested.
3. Board member LD gave a research update. Caeli and her research assistants, along with LD, plan to meet at Critter Hills on January 8th, 2024 to finish preference assessments. The following research topics were presented to the board by LD:
 - a. Development of a chute protocol to reduce stress in the animals during veterinary visits, creating a safer environment for the animals and the veterinary and Critter Creek team members.
 - b. Focus on behavior related to the animals' well-being.
 - c. Conduct surveys with moo-ket guests to gather data from guests as they are leaving regarding the effectiveness of outreach during the moo-kets. Some suggested survey questions are:
 - i. How did spending time with the animals make you feel?

- ii. How did hearing their stories affect you?
- iii. If you are not already vegan, has your visit today made you consider a lifestyle change?

These surveys would provide quantitative/objective data on the effectiveness of outreach and the overall effectiveness of our events. The board agrees to begin implementing these surveys in 2024, with the possibility of purchasing iPads for guests to complete surveys on.

- 4. Secretary SD presented expense reports for the third quarter and the current quarter to date. The board reviewed the documents.
- 5. Secretary SD updated the board on the progress of the website. The new site has been launched, and SD will continue to work on getting the online store completed.
- 6. Facilities Manager Scott Drost provided an update on the Critter Creek location and its needs and upcoming projects. The following needs were discussed and approved:
 - a. Sanctuary truck for running hay, moving equipment, running various errands, and general use around both Critter Creek and Critter Hills
 - b. A larger/longer trailer for hauling hay
 - c. An animal trailer for animal transport

The following upcoming projects were discussed and approved:

- a. Move pig sleep house from med bay to the area outside of the pig feed area
- b. Install a gate on the back of Bedelia's Bistro
- c. Waterline at CritterHills
- d. Improve pens at Critter Hills

The board discussed the projects and needs, and Director and Treasurer CJA and Scott Drost will work together to create a Google Doc of needs and projects in order of importance/priority. Scott Drost will also create a Google Doc with equipment and vehicle service and maintenance information.

New Business:

1. President ECA discussed hosting the March Moo-dness event yearly at Critter Hills with the following adjustments:
 - a. Full moo-ket setup
 - b. Place signs and locks in areas that are not to be accessed by the public to mitigate risks.
 - c. More volunteers

The board discussed and agreed that the event should be held yearly and voted to implement the proposed changes/adjustments.

2. The board discussed hosting a donor appreciation fundraising event at Critter Hills once a year and has agreed to discuss the details further.
3. President ECA provided an update on The Dodo update video of Eli and Marley, and the board discussed and agreed to launch a fundraiser the week of the video launch. The Dodo will also be conducting an interview with President ECA and Treasurer CJA re: the buffababies.
4. Secretary SD presented the fourth quarter and current-to-date income/expense reports.
5. Treasurer CJA and Operations Manager Scott Drost discussed the current, most pressing infrastructure needs:
 - a. Fencing at Hills and Creek
 - b. Fix/update lanes at Hills for vet visits

6. Operations Manager Scott Drost provided an update on Creek, equipment, and future equipment needs:

- a. Currently good on equipment
 - i. May need a dump trailer in the near future (cost of used one is \$7,000 - \$8,000)
- b. Getting tool collection back up to par
- c. Possibly split Palms and BS into multiple pastures to seed, water, and rotate more efficiently.
- d. Run power to the vet area
- e. Build permanent bathroom facility and have Dampier look at septic tank

The board discussed these changes and will investigate what is needed to implement them.

7. President ECA discussed adding the pond into the BS or Annex pasture, as well as concreting pads in the pig pasture and woods:

- a. Along fenceline
- b. Small pad in woods

The board discussed this with Treasurer CJA and Operations Manager Scott Drost, and they agreed to look into what it will cost/require to make these changes/additions.

8. Board member LD discussed the next phase of research and shifting testing methods, including the pinwheel test, where food and non-food preference items are placed on the ground in a pinwheel shape, and the animals choose which they prefer with no human interference. This will further help us understand animal preferences and assist us in finding the least stressful way to conduct veterinary care.

9. Board member LD, along with the UF research group, will begin planning out moo-ket survey research, which includes:

- a. Creating a manuscript
- b. Look into journals to publish findings
- c. Tablets ordered for test run
- d. Stickers and other small gifts for survey participants

The board discussed and agreed to proceed with moo-ket research test run and will utilize the Karuna grant to fund research efforts.

10. Development Manager Karla Oliveira discussed the following fundraising efforts:

- a. Need for corporate sponsors
- b. Symbolic “adopt a farm animal” program via organization’s website
- c. Share donor/sponsor stories anonymously to encourage additional donors
- d. Start recruiting for the advisory board
- e. Connect with vegan companies on LinkedIn
- f. Attending Chamber of Commerce meetings

The board discussed and agreed that Karla is to begin looking for corporate sponsors. The board discussed “adopt a farm animal” and decided that “Sponsor a Resident” was a more appropriate title, as some people may misunderstand the meaning and think that they can actually adopt an animal. Secretary SD will look into adding the “Sponsor a Resident” option to the website. The board discussed and agreed to the remaining items (c – f), and Karla will begin attending Chamber events.

There being no further business to come before the meeting, the meeting was adjourned at 6:45 P.M.

Sheena Drost

Sheena Drost, Secretary

