

Minutes of the 2nd Quarterly Meeting of the Directors

Date: 5/24/22

Location: 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 6:30 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: N/A

Present by conference call:

CJA, Erin C Amerman (ECA), JW, SD

Absent: N/A

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

Name

Title



Proceedings:

Election of Directors:

The following directors have been elected to serve on the board for another one-year term.

CJA, Erin C Amerman (ECA), JW, SD

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 12/14/21

[] 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 Budget report , 1st Quarter Income/Expense report

Other Business: The next item of business was the appointment of committee members and others to positions in service to the corporation. After discussion, the following persons were appointed to serve on the following committees or in the service of the corporation in other capacities for the term indicated below:

Name	Committee or Role	Term
<u>N/A</u>		

Old Business:

1. The board discussed different ways to stand out to increase chances of receiving grants. The following ideas were presented by President and Founder ECA:
 - a. Specific Programs
 - i. Habitat expansion
 - ii. Garden
 - iii. Rescue/rehabilitation – pigs
 - iv. Rescue/rehabilitation – bovines
 - v. Rescue/rehabilitation – equines

b. Measure Outcomes of Programs

- i. Example 1: Took in 40 emaciated cows and all are living and thriving
- ii. Example 2: Garden produced X number of fruits, vegetables, and herbs that were shared with the community at CCFS monthly moo-ket
- iii. Conduct polls on social media to see if CCFS posts have inspired any followers to go vegan

c. List each program and its needs and outcomes.

d. Grad Students

- i. Reach out to UF grad students to write grants for CCFS on a volunteer basis

The board agreed to implement these practices to increase chances of grant awards.

2. The board discussed the future of CCFS. President and founder ECA made the following suggestions:

- a. List Funding Needs and Seek Donors/Sponsorships for the following:
 - i. Farm equipment (tractors, mowers, tools, etc.)
 - ii. Habitats
 - iii. Vet Care
 - iv. Feed

b. Legal Team

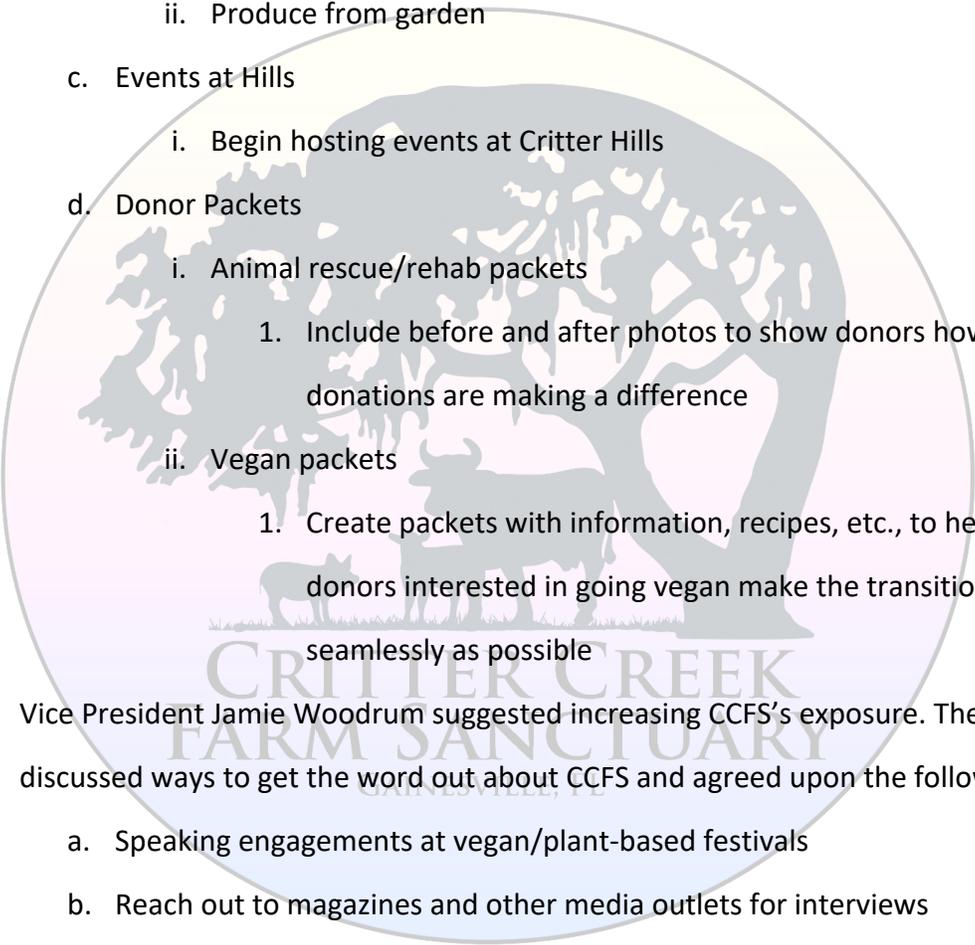
- i. Go after tax cow owners
- ii. Advocate for better living conditions
- iii. Go after cruelty and neglect offenders; seek harsher punishments

The board agreed to discuss these matters further and develop a plan to implement these changes.

3. The board revisited Founder and President ECA's proposal to create a sanctuary coalition to assist sanctuaries who take in animals CCFS does not take in, and to share funds rewarded with smaller sanctuaries when CCFS has reached 100% donor funding. The board agrees this is a 5–10-year goal and will revisit the topic once CCFS is closer to 100% donor funding.
4. President and Founder ECA presented the topic of the expansion of CCFS, specifically a new facility to triage new cruelty cases and that it is also designed to vet intakes of large animals. The board discussed and agreed to looking into the expansion of CCFS, which would include the purchase of new land. The board also agreed to reach out to Morgan at the Humane Society to discuss a possible partnership in this matter.
5. The board discussed donation-based events to be held throughout the year such as the following:
 - a. Campouts
 - b. Movie nights
 - c. Vegan Easter egg hunts
 - d. Valentine's diner
 - e. Other paid events

The board agreed that all events would require tickets for a donation ranging from \$10.00 - \$20.00 each and will discuss paid events further.

6. The board discussed ways to increase funding/donations and came up with the following suggestions:
 - a. Social Media

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- i. Ask for donations more frequently, but not so much to where CCFS begins losing followers
 - ii. Mention Donorbox or Patreon three times a week
 - b. Moo-kets
 - i. Additional merch
 - ii. Produce from garden
 - c. Events at Hills
 - i. Begin hosting events at Critter Hills
 - d. Donor Packets
 - i. Animal rescue/rehab packets
 1. Include before and after photos to show donors how their donations are making a difference
 - ii. Vegan packets
 1. Create packets with information, recipes, etc., to help donors interested in going vegan make the transition as seamlessly as possible
 7. Vice President Jamie Woodrum suggested increasing CCFS's exposure. The board discussed ways to get the word out about CCFS and agreed upon the following:
 - a. Speaking engagements at vegan/plant-based festivals
 - b. Reach out to magazines and other media outlets for interviews
 - c. Reach out to celebrities
 - d. Local promotion
 - i. Attend local events and hand out promotional items
 - ii. Partner with local businesses
 8. Treasurer and Sanctuary Director CJA and Board Secretary SD suggested the implementation of employee incentives to maintain a positive workplace

environment and increase employee retention. The following ideas were presented:

- a. Paid days off to avoid burnout
- b. Tuition reimbursement for courses/classes relevant to position at CCFS
- c. Salary options

The board agreed to looking into ways to implement these changes.

9. The board discussed the addition of a septic system and bathrooms on-site at CCFS to replace the porta potties currently used. The board agrees to investigate pricing and develop a fundraising plan to raise funds for the installment of a septic system and permanent bathrooms.

New Business:

1. The board discussed community engagement events and ways to further local community involvement with the sanctuary, other than CCFS's monthly farmers moo-ket. Vice President JW made the following suggestion:
 - a. Reinstate monthly public tours
 - i. Small donation per person (\$15 or \$20?)
 - ii. Volunteers to assist with tours
 - iii. Limit number of attendees

The board agreed to discuss the possibility of reinstating monthly public tours further.

2. The board discussed the Airbnb policies that will need to be implemented once the tiny house/Airbnb is completed. The following suggestions were made and agreed upon by the board:
 - a. Vegan Airbnb

- i. Absolutely no animal products can be brought on the premises by guests
- ii. No smoking
- iii. Guests are not permitted around the animals unsupervised – staff or a volunteer must be present for any and all animal interactions
- iv. 2-night minimum stay
- v. Opportunity to assist with morning feed at Critter Creek and can view Critter Hills feed from fence line
- vi. Addition of bike/hike trail signs for woods so guests can enjoy a self-guided tour of the trails (once trails are completed)
- vii. Provide towels, toiletries, snacks, food, condiments – some paid for by guests, some free (like hotel mini-bar/fridge items)
- viii. Contract with cleaning company

The board agreed that this is a preliminary list subject to change and agrees to discuss the matter further once the Airbnb/tiny house is near completion.

3. The board discussed social media strategies to generate more engagement, followers, donors, etc., and came up with the following ideas:
 - a. CCFS podcast
 - b. YouTube
 - i. Rescue stories
 - ii. Plant-based recipe videos
 - iii. Critter spotlights
 - c. Increase Facebook and Instagram presence
 - i. Sponsored/boosted posts
 - ii. Posting more frequently
 - iii. More lives, stories, reels

The board has agreed to increase social media presence and engagement with followers. Vice President JW and President ECA will work on the creation of a CCFS podcast and YouTube channel.

4. Board Secretary SD discussed hosting a mini volunteer orientation (no tour), a volunteer appreciation day at Critter Hills, and the implementation of a weekly volunteer schedule to help with the following tasks:

- a. Feeding
- b. Horse grooming

The board agrees to discuss these matters further and come up with a regular volunteer schedule soon.

5. Board Secretary SD presented an update regarding workers comp coverage for CCFS employees now that there are enough people on staff to qualify for coverage. SD has a call scheduled with ADP to check on the options for coverage.

The board discussed the following issue with obtaining workers comp coverage:

- a. Cannot find a company willing to provide coverage for a farm animal sanctuary
- b. Multiple companies have stated they are unsure how to “code” a policy for coverage due to the following reasons:

- i. CCFS does not raise farm animals for slaughter
- ii. CCFS does not raise farm animals for milk production
- iii. CCFS does not utilize farm animals for tax purposes
- iv. CCFS does not utilize farm animals for petting zoo purposes

The board agrees that SD will continue to look into obtaining workers comp coverage.

6. The board discussed renewal of property/liability insurance policy with the current addition of solar panels and future addition of the Airbnb

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- a. Current insurance provider will NOT provide coverage of the Airbnb and will terminate policy upon the addition of an Airbnb
- b. Need solar panel addendum added to current policy

The board agrees to look for a new property/liability insurance provider that will cover the Airbnb building, and Board Secretary SD will reach out to CCFS's current provider for the addition of the solar panel addendum.

7. The board discussed the need for a fundraising/grant specialist, and it was agreed that Vice President JW would reach out to volunteer Lily Darnell to see if she would be interested in the position as a volunteer (unpaid position).
8. President ECA discussed implementing the steps to become GFAS accredited, and the board agrees to move forward with obtaining GFAS accreditation.
9. President ECA discussed the creation of an advisory board. The board agreed to discuss the matter further.

There being no further business to come before the meeting, the meeting was adjourned at 7:30 P.M.

Sheena Drost

Sheena Drost, Secretary

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