



MEETING MINUTES

MEETING LOCATION / MEMBERS

Meeting Date: September 19, 2013 (Thursday) -- Susan Kinzie home

Members Present: Susan Kinzie President
Cookie Norris Vice-President PHONE
Raymond Sandor Treasurer
David Craig Secretary

Members Absent: Chrissie Ramstein

Audience: none

Call to Order: 4:14 pm MST
Adjournment: 5:15 pm

PRIORITY TASKS

Task	Person
Provide several sample business cards for group review	COOKIE
Send Cookie the Pathways logo in a graphic file	DAVID
Modify brochure as discussed	DAVID
Help assemble a first aid kit for transports	DAVID
Create a draft transport plan	DAVID
Add transport info to business plan	SUE
Create written transport van draft contract with Pathways	COOKIE
Create draft business plan	SUE / DAVID



AGENDA ITEMS

1. CALL TO ORDER AND MEMBER ATTENDANCE

Susan Kinzie, Raymond Sandor and David Craig in attendance.

Cookie Norris attended via phone.

2. PRIOR MEETING MINUTES REVIEW AND APPROVAL

Minutes dated July 18, 2013 approved 3-0.

3. BUSINESS CARDS

Cookie Norris said VISTA PRINT (VistaPrint.com) provides inexpensive business cards at around \$20 per 200 cards with color, picture, good paper.

Should Pathways use VISTA PRINT for also printing brochures and car signs?

Need a readable font.

Include following on business card: logo, organization name, web site, email address, phone number.

Cookie Norris will provide group with sample business cards in about a week.

TO DO - COOKIE
Provide several sample business cards for group review

TO DO - DAVID
Send Cookie the Pathways logo in a graphic file



4. BROCHURE

Reviewed David Craig's idea for a business card. Recommended;

- keep simple since better
- use same background color for brochure, cards, car signs, banner
- paper color - light turquoise
- help section - delete transport of therapy pets
- contact section - bigger text
- contact section - add Sue Kinzie cell phone number: (505) 699-8162
- donate section - delete Krispy Kreme donut cards
- donate section - add generic donation and valuable services/items

TO DO - DAVID
Modify brochure as discussed

Brochure cost printed 2 per colored card stock with black text: \$40 for 500 cards

5. TREASURER'S REPORT

Treasurer's report presented for July 1, 2013 to August 31, 2013 approved 4-0.

BANK	
Starting bank balance	\$ 1,052.69
+ Deposits	+ \$ 12.02
- Expenses	- \$ 0.00
Ending bank balance	\$ 1,064.71
PAYPAL	
Starting PayPal balance	\$ 10.08
+ Payments	+ \$ 0.00
- PayPal Fees	- \$ 0.00
Ending PayPal balance	\$ 10.08
TOTAL	\$ 1,074.79



6. TRANSPORT REPORT

TRANSPORTS

2 transports on August 28 and September 14 by Sue Kinzie. No problems encountered.

Raymond Sandor said there may be more transports needed by Desert Paws in a few weeks that maybe Pathways could handle.

Sue Kinzie wants Desert Paws to provide Pathways with Pet Finder data for each transport done by Pathways involving Desert Paws animals. Needed for Pathways records.

David Craig recommended each Pathways transport include an animal first aid kit. Raymond Sandor said bandages are very important. Sue Kinzie said water is important, but no food.

TO DO - DAVID
Help assemble a first aid kit for transports

David Craig recommended Pathways create written transport guidelines whose purpose is to define how Pathways transports animals and define clearly who is the transport coordinator and how to keep transported animals safe. David has seen other animal groups with these guidelines.

TO DO - DAVID
Create a draft transport plan

Transport needs to be part of Pathways' business plan.

TO DO - SUE
Add transport info to business plan

TRANSPORT VAN

Cookie Norris owns old van that she is willing to provide to Pathways under a written contract. Cookie's existing liability insurance will be used here, Pathways will not be held responsible for van insurance.

Pathways will use Cookie's van until Pathways obtains its own van either through purchase or donation. Cookie will be the only van driver, she is available on Friday and Saturday.



Van must have working A/C.

TO DO - COOKIE
Create written transport van draft contract with Pathways

7. FUNDRAISING

Animal Welfare Fund (AWF)

Important for fundraising. Sue Kinzie working on 2014 membership application, due October.

Kick-off events

Wants to attend some of these. Need business cards, t-shirt, brochures.

Flying Star restaurant

Sue Kinzie wrote donation letter. Sue Kinzie and Cookie Norris will contact restaurants asking for donations. Restaurants will most likely want Pathways flyers, Pathways people may need to attend restaurant events to promote Pathways.

Krispy Kreme donut cards

Cookie Norris has several cards, will return to Sue Kinzie.

8. BUSINESS PLAN

Sue Kinzie working on this, will create a draft, keep simple. Objectives are obtain transport van (short term), sanctuary (long term).

TO DO - SUE / DAVID
Create draft business plan

9. CONFERENCE ATTENDANCE

Sue Kinzie said has not attended any yet.

10. WEBSITE ADDITIONS

David Craig made new additions to web site. Changes approved 4-0.

11. TEE SHIRTS FOR MEMBERS & FOR SALE

Use same color as other PR materials (e.g. business cards, banners).



12. CAR SIGNS

Same thoughts as for t-shirts. Use VISTA PRINT (VistaPrint.com) printing services.

13. BANNER

Same thoughts as for t-shirts. Use VISTA PRINT (VistaPrint.com) printing services.

14. FACEBOOK

Chrissie Ramstein created Facebook page for Pathways.

Facebook pages needs periodic updates so readers will be interested. Show what Pathways is doing, include items of interest (e.g. transport info). Someone must be dedicated to updating Facebook content. Raymond Sandor says 1-2 hours per day.

Possibility of selling items on Facebook.

Need a good Facebook page, e.g. 200 people minimum, need traffic so Facebook page will be viable.

Facebook page approved 4-0.

15. DONATIONS

Cookie Norris donated Sam's Club Membership.

David Craig donated web site upgrade.

16. NEXT MEETING

October 17, 2013 Thursday 4 pm

17. ADJOURN

Adjourned at 5:15 pm, approved by board 3-0.



NON-AGENDA ITEMS

None

MINUTES PREPARATION INFORMATION

Minutes by: David Craig (Board Secretary)

Date: September 24, 2013

Revised: September 25, 2013

Meeting start/end times corrected
Section 3: Insty Print --> Vista Print (per Sue)
Section 3, 12, 13: Use Vista Print (per Sue)