



MEETING AGENDA

Date: October 30, 2024

Time: 8:00 pm EST

Location: Virtual

Meeting Attendees: Kimberly, Crystal, Christina, Jasmine, Steph, Hailey

Meeting Regrets: Karen

This meeting was called to order at 8:05 pm. EST.

Agenda

1. Agenda Review / Additions

2. Main Discussion Topics

- a. Financial Overview
 - i. Review current Profit/Loss Statement
- b. Donor Engagement
 - i. Sponsorship Program - Current needs, fundraising initiatives, plans for the future
 1. Brainstorming needed for sponsorship ideas
 2. Crystal proposed reaching out to barns/riding schools - each person puts in \$5 each to sponsor a horse
 - a. Location dependant
 - b. Crystal possibly reaching out to local barns to her
 - ii. Annual Capital Campaign Project - thoughts, ideas, focus, needs
 1. 2025 planning - tangible goals
 - a. Start thinking about this now, tabled again at November meeting
 - iii. RaffleBox - current status, needs, plans, uses
 1. Needing Kimberly's assistance
 - iv. TipTap - deferred to December 2024 to assess for 2025
 1. Done - ready to go for initial investment
 - v. FundScrip - positives, negatives, usage, marketing
 1. Operating currently

- 2. Create infographics to use on social media for scheduled delivery (every other week)
- vi. Madbarn
 - 1. Operating currently
 - 2. Create infographics to use on social media for scheduled delivery (every other week)
- vii. Grants - ideas, thoughts, plans, research
 - 1. Start looking
 - 2. Most deadlines are in January & February
- viii. Fundraisers
 - 1. Crystal - Woodbine/Mohawk dinner/night out at the races
 - a. Would be planning in January for November
 - b. Rent out whole/part of dining room
 - c. Silent auction available - lots of planning
 - d. Selling dinner tickets
 - e. Pricing/availability
- c. Operations
 - i. Intakes
 - ii. Adoptions
 - iii. Current Rehabilitation Cases
- d. Volunteer Management
 - i. Needs for additional non-board member volunteers
 - 1. Think about it
 - ii. Plans for committees, who will lead?
 - 1. Think about it
- e. Long-Term Planning
 - i. Long-Term Goals
 - 1. Adoptions
 - 2. Funding
 - 3. Fundraising initiatives
 - ii. Bylaws Update
 - 1. Tabled at next meeting for approval
 - iii. Succession Planning - Board Members terms end in January 2025
 - 1. Board members to decide individually to move forward into the 2025 term

3. Open Discussion

This meeting adjourned at 9:10 pm. EST.