Minutes AHVMF Board Meeting

Dial 800-791-2345

Code is 52361

**Date: December 12. 2014**

**Time: 6 pm PST, 9 pm EST**

**Present:** Present: Nancy Scanlan, Rick Palmquist, Jean Dodds, Darlene Knowles, Marge Lewter, Larry Bernstein, Barbara Royal, Natasha Lily

**President's Opening Remarks – Barbara Royal mentioned her project of speaking to Deans at vet schools. She spoke to the Dean at Ohio State recently**

**Minutes from the last meeting were approved**

**Financial Report** - Larry has sent a report by email. Approximately $105, 000 in unrestricted funds and $280, 000 earmarked for grants. Audit is getting started now.

**Committee Reports**

**Scholarship** – Marge

Barbara Royal is going to fund a scholarship to bring students to conference

**Grants** – Jean

Ongoing grant applications and contact with research funds, However no funds can be released for new grants until later.

**Research** – Rick is working with Bernie Fisher on research and publishing.

**Executive Director's Report**- Nancy

Detailed report was sent. Nancy is working on non-profit You Tube channel and some free Google advertising. “View the Oscars” event with dog fashion show will be held in February 2015 in LA. The Foundation can be the charity and it will give us good PR. JAVMA will accept newsworthy items. Luana is redesigning our brochure. Meetings will be 2nd Wed of every other month for now. Advisory committee and members will be recruited for the Foundation. Pet owner and vet surveys showed cancer, nutrition and arthritis as top concerns.

 Current strategic plan was approved.

**New Business**

Task force focuses the implementation of the strategic plan. Nancy will send the current task force needs by email. Barbara mentioned having goals such as endowment funds, and creative fund raising. She also mentioned getting exposure for the foundation to Vet techs. Barb suggested a calendar of events for the website.

List of events for task force to accomplish will be important such as a dog walk event. Direct mail was mentioned and even a 5% return can be profitable. Bequests, and grants are other sources of revenue for our mission. Virtual building idea was described. Holistic vets could be contacted for allowing a donor access to their facility and knowledge for a day. Task Force for corporate philanthropy was suggested. Memorials with pictures and stories for the website were recommended and Nancy will contact AHVMA board to clarify their position on Memorials.

Merchandising was discussed, and the clothing designer will be asked for advice on this matter.

Motion to adjourn at 10:35 pm

**Future Board Meetings**

Second Wednesday on alternate months starting in February

Feb 11, 2015

Apr 8, 2015

Jun 10, 2015

Aug 5, 2015