

MINUTES OF A MEETING FOR TRIPAWDS FOUNDATION BOARD OF DIRECTORS

A meeting of the Board of Directors of Tripawds Foundation was held in person on Friday October 20, 2022 at 4:00 p.m. Pacific time. The following directors were present: Rene Agredano, Secretary, Ralph Kanz, Director, Jim Nelson, President. Member at large Martha Lowe was also present. A quorum for the transaction of business was present at all times.

The President called the meeting to order.

ITEM 1: Old Business

NOW, THEREFORE, IT IS RESOLVED that the Board makes the following determinations:

1. **Tripawds Brochure Outreach Database project.** Martha Lowe reports volunteer is MIA. Martha is cleaning up the list (fixing bad addresses) and will report back in Q1 2023 with changes/additions Board to consider other methods of utilizing this information (instead calling, doing what?), and how to re-structure the outreach effort in 2023.
2. **Tripawds Rescue Contact Info Database Project.** Rene Agredano reports is ready for first e-mailer / social campaign. She will create campaign outreach structure, and begin volunteer recruitment in Q1/Q2 2023.
3. **Publicist Position Recruitment.** Jim Nelson reports efforts to recruit volunteers are not coming to fruition. The Board agreed to hire paid assistance by a publicist in 2023. Jim to write and share job description with the board by Q1 2023. All to report back on suggestions for hiring process no later than 1/15. Ideally this professional will be recruited by 1/31 with enough lead time for 3/3 (see below).
4. **Co-marketing / brand awareness and Puppy Up Foundation.** In lieu of project collaboration for PuppyUp Walk 3, the Board unanimously agreed to provide wheelchair donation for use by organization's spokesdog.

ITEM 2: Organization Financial Review

WHEREAS Tripawds Foundation 2022 Financial Report was reviewed. Board discussed existing operating expenses, program fund disbursements, upcoming fundraising and outreach activities. The board unanimously moves to approve current financials.

NOW, THEREFORE, IT IS RESOLVED that the Board makes the following determinations:

1. All FY21 financials were approved by the Board. FY22 financials also approved.

This discussion was adjourned and the Board proceeded to discuss additional agenda items.

ITEM 3: Organization Projects Review

NOW, THEREFORE, IT IS RESOLVED that the Board makes the following determinations:

1. **Triday 2023:** The Board seeks greater public awareness for Tripawds Awareness Day (Triday) on 3/3. Efforts with contract publicist will generate public campaigns and outreach to social media influencers, live events, blog posts on Tripawd Awareness website (Triday.pet), Tripawds member parties and media, awareness raising efforts.
2. **Dog Art Auction.** The Board agreed to participate in second annual Dog Art Auction fundraising effort to occur in May-June 2023.

At 5:00 pm, the Board agreed that the next official meeting will take place in approximately mid-January 2023. There being no further business to come before the meeting, the meeting was unanimously adjourned.

Respectfully submitted,

Rene Agredano, Secretary