



Board Meeting Minutes

February 21, 2021
10:30 AM – 1:00 PM

Attendees:

Andrea Durham – President and Founder
Catheryn McCraw – Vice President and Secretary
Tina Jantzi – Treasurer and Fundraiser Coordinator
Jeff Durham – Facilities Director
Lori Zimmerman – Grant Writer

Discussion:

Meeting was called to discuss:

- Grant writing
- 6-12 month plan for LER
- Fundraising
- Open discussion

Lori Zimmerman has agreed to review the grants that are out there for LER and to handle the grant writing process for LER. We will focus on grants for feed and vet care. Discussion was had that LER is already a member of A Home for Every Horse which provides free horse feed 2x year and you belong to a database to post your adoptables. This costs approximately \$20/year. LER has also received a vet grant which provides \$150 of vet services 1x year and it was determined that will be used for dental.

It was determined that LER has grown too much too fast (after adopting out over 20 animals this past year, LER still has roughly 30 animals in its care); as such, it was decided that LER will stop intakes for the next 6-12 months. This will allow time to get those who are adoptable adopted, allow time to improve the grounds, finalize the fencing, focus on the animals that need attention to become adoptable, and to get LER financially sound again. It was estimated that the costs to run LER in 2020 were approximately \$100k and we raised approximately \$80k which included a \$19k SBA loan. The Durhams cannot continue to float the rescue personally. The mission moving forward for LER is to bring in adoptable ones which will allow for us to help more animals by allowing more room. Additionally, we will no longer take in horses as they are too costly, more expensive to take care of and harder to get adopted. Mules will be on a case by case basis. We will focus mostly on donkeys.

It was a Board decision that if there is a need/desire/want to intake an animal in the next 6-12 months, it must be a unanimous decision amongst the Board, in writing.

It was also discussed changing our adoption fees. After much discussion with previous adopters and in looking at other rescues, it was determined that we don't charge enough. Each animal was essentially putting LER in the negative. So the adoption fee schedule is as follows:

- Mules and Horses: will charge what is invested (providing itemized cost detail) and ask for a donation to LER in addition to.
- Donkeys:
 - \$750 for one donkey
 - \$1200 for a pair
 - A single donkey will only be adopted to a family that already has a donkey. If not, must go in pairs.

Fundraising: Need to focus on fundraising ideas and will do another online auction. Discussion was had that determined we will add more lower priced items and find a platform that allowed for more items to be posted without a fee. Lower priced items went faster and the higher priced items did not move. Andrea will ask Kelly Quantrille to handle the administration of this online auction.

Other ideas:

- Merchandising – hats, t-shirts, masks, pottery. Andrea and Tina to work on the logo to make it more user friendly for printing, stamping purposes. This will be completed by March 17th.
- Used designer handbag sale/auction – have people donate gently used designer handbags and have online auction/sale of the same

The website design was discussion. Feedback was that it was incomplete – did not have adoptable animals on there. Decision was made to make this a priority. Photographer is coming to the farm on March 1st and will take photographs of all adoptable animals. Tina and Andrea will provide a short description of each and Catheryn will have her father post to the website. Additionally, it was decided to do a “success stories” section on the website posting our adoption stories. Andrea to provide photos and blurb to Catheryn to organize and get posted to website.

Finances: Andrea to provide year end numbers once completed. Andrea to get Tina added to QuickBooks and the bank account.

Social Media: with so many social media/online outlets, the messages and requests and comments are overwhelming. Andrea will develop a template response which advises that due to the volume of day jobs and farm keeping, messages will only be responded to on Mondays and Tuesdays. Additionally, there is a large amount of requests for “tours” of the farm mainly for children. In the future, LER will do tours once a month and will charge a small fee to cover the cost of the time taken away to provide those tours. Those who request to come look at the farm to “potentially” adopt will be limited to serious inquiries only. This will be discussed further in the June Board Meeting.

Last but not least was the discussion of the facilities maintenance. The members of the Board will meet 2x per month, on a Sunday, from 11-3 at minimum to pitch in and help do things on the farm that need to be done. It will be pre-determined what the project for that week is, all supplies will be ordered and on hand beforehand. Jeff Durham will be responsible for the oversight of ensuring we have what we need and that people know what their role in the project is. Jeff will provide what is needed to and Catheryn will email 2 weeks prior to the work date of what the project is, what is needed and organize who will get/bring what.

Working schedule:

LER Farm Day Schedule						
Date	Time	Project	Supplies Needed	Person Responsible	Cost	Purchased?
7-Mar	11:00 - 3:00	Renovating shelters (x2)	kickplates	Catheryn		N
			metal pieces	Catheryn		N
			lumbar	Donated		N
			wood treatment	Catheryn		N
21-Mar	11:00- 3:00	Phase I - finishing fence	wooden posts			
			wire			
			power box			
			insulators			
			t-posts			
			gates			
11-Apr	11:00 - 3:00	Phase II - finishing fence				
25-Apr	11:00 - 3:00					
2-May	11:00 - 3:00					
16-May	11:00 - 3:00					
30-May	11:00 - 3:00					
13-Jun	11:00 - 3:00	BOARD MEETING	N/A	N/A	N/A	N/A
27-Jun	11:00 - 3:00					

ACTION ITEMS:

Action	Who	When
Create a Foster Agreement	Catheryn	2/27/21
Add Lori and Tina to Stable Secretary	Andrea	2/27/21
Ask Kelly Quantrille to do online auction again	Andrea	2/27/21
Provide 2020 finance results to the Board	Andrea	Upon completion
Rework LER logo for merchandise purposes	Andrea & Tina	3/17/21
Provide photos and descriptions of adoptables for website	Andrea & Tina	3/19/21
Provide success story photos and descriptions for website	Andrea	COMPLETED
Add Tina to Quickbooks and bank account	Andrea & Tina	3/17/21
Provide sizes and materials needed for 1 st project	Jeff	2/28/21

Board Member Contact Information

Name	Title	Phone	Email
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Tina Jantzi	Treasurer	248-890-3335	Teens26@yahoo.com
Jeff Durham	Facilities Director	864-270-1365	Radar2332@yahoo.com

Grant Writer:

Lori Zimmerman	Grant Writer		Loridmd@gmail.com
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