



Independent Cat Society  
Board of Directors Meeting Agenda  
March 7, 2016, 6:00pm  
Purdue North Central Room LSF170A

I. Call to Order

A. Welcome and President's remarks

Present: Joan Hildebrand, Natalie Cebulski, Kay Vasquez, Jocelyn Vereb, Diana Foster, Staci Trekles, Judy Dean & Carol Abshire ( Committee Chair: Health & Wellness)

Absent: Jen Stall, Jason Petrovich

II. Consent Agenda

A. Approval of reports and minutes

\*\*\* **Motion to accept minutes as presented. Motion 2<sup>nd</sup> & passed.**

B. Review of month of email motions and acceptance

1 None

D. Approval of Committee Reports

- 2 Treasurer's Report and Finance Committee Report (Natalie Cebulski)
- 3 PR and Communications (?)
- 4 Fundraising (Lori Hlinsky)
- 5 Health and Wellness (Carol Abshire/Paulette Gonzalez)
- 6 Volunteers Judy Dean/Diana Foster)
- 7 Membership (Jocelyn Vereb)
- 8 Foster Care (Donna Daniel)
- 9 Adoptions Joan Hildebrand/Roberta Jocius)
- 10 Admission (Paulette Gonzalez)
10. TNR (Connie Szawara)
11. Human Resources (Stephanie Bradsky)
12. Technology (Staci Trekles)
13. Sponsor-A-Cat (Carol Abshire)
14. Grants (Roberta Jocius)

Reports not submitted at this time include: Technology; Human Resources, Fundraising and TNR

**Discussion: Health & Wellness Committee:** Carol Abshire reported that a forthcoming class on Cat transport will be presented for those ICS Volunteers who have identified an interest in participating in this activity.

**TNR:** Connie Szawara, Chair of the TNR Committee, has asked for \$500.00 to cover the costs of supplies etc. The Board discussed that in the past, money from recycled cat food/soda can was originally deposited in the TNR Bank Account with the provision that the cans were picked up by Connie. Within the last few years, it was observed the cans were not picked up in a timely manner, were overflowing the depository location and the comment by Ms Szawara that she no longer would pick up the items for recycling. This activity was then taken over by two ICS Volunteers and the Money received placed in the general funds.

A new Credit Card is available for TNR and will be sent to Connie shortly.

**\*\*\*Motion....A portion of the money from the cat can recycling will be deposited into the TNR Account on a Quarterly basis. Motion 2<sup>nd</sup> and passed.**

Natalie Cebulski, ICS Treasurer, will follow up with a letter to Ms. Connie and Dr. Fehrs

E. Announcements and items for information: None

### III Action Agenda

#### A. Old Business

1. Building committee update – No report at this time
2. Benefits of ICS membership:  
Discussion by Jocelyn Vereb, Chairperson, continues to center around the various items of recognition could be sent to those members in the various levels of Corporate membership. A potential combined ink, pen light, computer pen was considered to be too expensive regardless of amount ordered.

Jocelyn also discussed potential perks to increase membership. It was noted that very few volunteers are members of ICS. Also discussed was information found in 2012 Board minutes that a motion was passed to give all new volunteers a free year of ICS membership.

**\*\*\* Motion: Each new ICS Volunteer since 1-1-16 will receive one year of Free ICS membership for 2016. Motion 2<sup>nd</sup> and passed.**

**\*\*\* Motion: Current Volunteers will be offered a 50% discount on one year Membership for 2016. Motion 2<sup>nd</sup> and passed.**

Judy Dean, Volunteer Comm. will send volunteer data to Jocelyn

3. TNR reporting update: See above discussion
4. Volunteer aprons—update:  
Judy Dean discussed proposed evaluation of aprons offered by various vendors – E-bay (China Based), Cherokee Brand and local La Porte, IN Printing vendors. This information had been sent to the Board prior to the Mtg for their review. ( See attached proposal)  
The pros and cons were again discussed. Two La Porte, IN vendors were chosen to purchase and print the ICS Aprons....Kara Tess and Magic Sports. Aprons will cost approximately \$10.00 each  
  
Color/printing chosen include Black Bib Aprons with White Logo and printing to reflect our Logo Branding for Event use. Khaki Bib Aprons with Black logo and lettering for Shelter Use.  
  
Option to purchase own apron(s) offered to the Board and to the Adoption counselors. Board will order 10 khaki aprons for Shelter Use and 5 Black Aprons for Event use.  
  
Once the Aprons are ordered, the volunteers will begin wearing them. The Aprons will be on display at the Shelter for those volunteers who wish to own their own.

Judy Dean will handle the ordering and delivery of the Aprons. Order entry deadline for this first order is March 24<sup>th</sup>.

5. Board orientation manual - previous provisional acceptance:  
Discussion: The Proposed Board Orientation Manual was sent to Board members by Judy Dean for review prior to the Mtg. It was determined that additional refinement to the document occur. The document will be presented at the April Board Meeting for Review.

B. New Business

1. Advertising on WE FM Michigan City Radio Community Showcase  
Proposal to have ICS advertise on the local Michigan City FM Radio. Details of the process were shared by Judy Dean. ( See attached ` document) Judy will contact the Radio station for more detailed information. Staci Trekles and Judy Dean will work with Station Sales Rep in developing a 30 second commercial to be presented 3 X` day on Monday, Wed and Fridays. Times are 9: 30 am; 12:30 pm & 4:30 pm

C. Open Discussion

1. Desire to re-activate former Purrfect Partners presented by Jocelyn Vereb for Dorothy Ripperdan. Dorothy would like to reactivate this program and is willing to run the program for those elderly who are confined to their home and wish to maintain ownership of their cats.

Various pros and cons were discussed such as hours of operation, how many `clients ` would be served, the geographical constraints, the number of volunteers involved, ICS financial responsibility and potential ability issues . Additional specific information / criteria detailing the program is to be presented to the Board by Mrs.Ripperdan before a decision can be made by the Board.

2. Judy Dean presented for Gail Freidan the following item: Canvas volunteers who have been with ICS for the last 3 – 4 years to determine if they have any ideas that may improve the Shelter and any of its programs. Judy Dean will canvas all those new volunteers that have joined ICS since she took over the coordination of Volunteers.
3. Additional Open Shelter Hours: It was again noted that the Tuesday Open Shelter Hours Trial ceased operation on Tuesday Feb 23<sup>rd</sup>. Jocelyn Vereb suggested opening earlier on Sundays at 10 am instead of the usual 1 pm and that she was willing to take that on since she is there every w/e day already. Board members questioned her consistent availability for each Sunday. Joan Hildebrand will survey the current adoption counselors as to their support/ interest in these additional open hours.

Adjournment: 8:20 pm

Next Meeting: Monday April 4, 2016  
6 – 8 pm  
PNC Rm LSF 170A ( Cafeteria Meeting Room)  
US 421, Westville, IN

Respectfully submitted,





Coordinating  
Tafford colours:  
Green/White  
Blue  
Purple  
Yellow/Black



### **Evaluation:**

#### **E-Bay:**

**Pros:** Affordable Costs

**Cons:** Potential arrival delay due to length of time for delivery from China. Additional Costs for Printing

#### **Cat oriented Scrub Tops**

**Pros:** Various Styles can be purchased by ICS

**Cons:** Expensive If purchased by ICS – 1 print in various sizes would need to be purchased for volunteers.  
Continuity of Print pattern & colors will change over the years  
If purchased by Volunteers, One style/ color should be ordered by everyone for continuity of appearance  
Requires either a change of street clothes top or the wearing of scrubs over street5 clothes  
Extra storage area if purchased by ICS + Storage area for volunteer clothing  
If purchased by volunteer, the scrub top might be worn in public following Shelter time – not always appropriate. No silk screening option/ no title of Organization

#### **Kara Tess Printing**

**Pros:** Previous / current printing of ICS clothing items  
Local vendor, laundering by ICS  
Continuation of La Porte Business Community  
Quality workmanship

**Cons:** ICS storage of aprons

#### **Magic Sports:**

**Pros:** Local vendor  
Competitive pricing  
Opportunity to expand La Porte Business Community  
Option for placement of ICS donation Jar ( handles printing of sports wear for La Porte High School Slicers”

**Cons:** New vendor; Quality concerns. ICS storage of Aprons

### **Recommendations:**

1. Do not use E-Bay or Cat Scrubs
2. Divide order & Use both Kara Tess and Magic Sports to both maintain and procure new business support of ICS. I would suggest the following: ICS purchase of 8 Black Aprons with Gold Lettering from Kara Tess for use at ICS Fundraising Community Events only. 12 Khaki aprons with Black Letters and ICS Logo from Magic Sports for use at the Shelter. Check out the choice of apron. Perhaps # 2730 which is an oversized waiter’s apron at 24” X 30”

An additional option would be for those volunteers who wish to purchase their own In the shelter color choice and this then becomes their responsibility for wear, tear & laundering of the item. Ie Room Parents or those who frequent the Shelter often / jld

Date: 2-15-16  
To: ICS Board  
From: Judy Dean, ICS Board Secretary  
RE: Expansion of Advertising to FM Radio

Proposal: ICS expand advertising options to include FM Radio

WE FM Radio/ Springland Ave/Friendship Garden Area/Michigan City

Sales Rep: Michael Little

Service: Community Spotlight advertisement

Purpose: Offer a reasonably priced 30 second ad to highlight area  
Businesses

Support: Station creates advertisement based on Business' intended message.  
Collaborates with ICS Representative in developing Ad  
Provides Voice over announcer – Station Manager – Ron Miller

### **30 second ICS Advertisement**

Time Frame: Announced 3 X's daily: 9: 30 am; 12:30 am and 4:30 pm

Costs: 3 days \$39.00 ( M - W - F) 1 month = \$156.00

5 days \$ 55.00 ( Mon-Friday) 1 month = \$220.00

7 days \$ 70.00 (7 day week) 1 month = \$280.00

On going Advertising: one month on and one month off radio

Market Area: All La Porte County

East to include Western edges of St Joseph ( South  
Bend) County

Berrien County/ Michigan ( New Buffalo and Three Oaks)

West: Chesterton/ Porter County Line

South to Kankakee area