



MINUTES FOR ANNUAL GENERAL MEETING 18TH MARCH 2020

Present: Natalie, Vikki A, Bidy, Phil, Karen, Helen
Apologies: Kayla, Tania M, Tania B, Vicki L, Pete, Iris

General Reports from President/Secretary/Fundraising/Fostering-see individual reports in the Knowledge base

Newsletter Phil advised there are more than 600 people now signed up to the mailing list. It was agreed that some form of correspondence 2-3 times per year was appropriate. Plan to ask for a volunteer under the Marketing Team (see later) to be responsible for content and formatting. Brooke Shields was suggested (she has previously offered to write for us -Nat has her contact).

Group reports

Natalie advised 71 dogs have been fostered 2019 to date. We currently only have 11 dogs in foster.

Biddy brought up concerns re pound dogs (young ones) that seem to always have behavioural issues (likely why they were unclaimed?) and require a lot more time and effort to foster, as well as often taking longer to find home.

Policies need to be sent to pounds as to breeds we will accept for rehoming. Nat to send out to pounds we regularly deal with (Ruapehu, Manawatu/Rangitikei, etc).

Also need to have a list of pounds we won't deal with – either through bad experience or contagious disease e.g. parvo. Suggested timeframe of no contact for 6 months after a parvo outbreak, and only if pounds can be adequately disinfected i.e. all concrete or hard surface.

Ruapehu had an outbreak of Parvo within the last 6 months, Te Kuiti last year.

Facebook had 300 new followers last month. This increases RWD's newsfeed presence of these followers so expect exponential growth from now.

Fundraising

- Coprice has come on board as our food sponsor
- RWD has attended 22 events in the last 2 years

- These events don't bring in a huge amount of money (other than Rebus/Probus/Rotary who are generous donators, often \$200-300 for an hour's presentation) but really increase awareness. Karen to produce a list of PROBUS/REBUS/Rotary clubs in our main areas and write up the bullet points used at presentations and find people to carry out the presentations.
- Nearly due for a reprint of books
- Other merchandise discussed – mugs/hats/tea towels/shearing singlets. Have contact in Feilding who does screen-printing, including on hard surfaces e.g. mugs. Hats likely need to be embroidered.
- Discussed having magnet signs for our vehicles to advertise: everyone felt this was a good idea. Karen to investigate.
- Plan to approach Beef and Lamb for sponsorship. Karen and Phil have a contact who may be able to help – Sheelagh.
- Upcoming events:
 - **Lifestyle/equine** expo in Feilding in May, if going ahead. TVL are covering stall fee as they are sharing with us, & Richard from Coprice will try to attend. If any of the team would like to take part, please contact Helen.
 - **Shemozzle** in October (31st) Would be great to have shearing singlets or polo shirts branded and for sale by then. If anyone knows where to buy these in bulk, please let Karen know.
- Karen has registered us with Be Collective (thanks Iris for this link). This is a website that volunteers sign up to, so we hope to get more people for functions this way. Maybe we can use this to fill the other roles (Treasurer, Foster Coordinator etc) if none of the current team are interested in these positions. Nat and Karen to write job descriptions for these roles and will circulate to the team before looking for outside volunteers.
- Karen will no longer be organising events and we are looking for a replacement for her. Karen will provide support to anyone running events.
 - We need someone to take the lead on arranging the 2021 calendar.
 - Approach Farmers Weekly about becoming a sponsor in exchange for a weekly ad.

Committee/Board Matters

- Currently the trustees 'are' the board; ideally the board should be expanded to 6 members, as this allows some monitoring of trustee activity but doesn't allow the trustees to be outvoted by the board. Trustees to discuss this at a separate time.
- Enquire of Iris what the legal and financial obligations of the trustees/board are.
- Monthly reporting to Iris is a great step to open and transparent recording of activities
- Expand Committee to separate duties into sub-committees, each under a committee member, who would have some degree of self-governance and would report to the board/trustees. For example:

- Marketing – to cover social media, communications (internal and external comms), website, PR, flyers
- Fundraising – events, merchandise, sponsorship, grant applications, donations
- Fostering – home visits, foster homes, foster co-ordinators for each area, foster handbook, arrange adoptions, contact for adoptions

Policies

- Crossbreds – only accepted for advertising if all breeds in the cross are working breed
- ‘Pets’ that have never worked – some of these may actually be failed working dogs. Where possible, advertise but not accepted into foster as often have behavioural issues.
- Suspected abuse: process is to have a vet assessment and if deemed necessary then an SPCA inspector can become involved.

Elections

- Karen nominated Sophie and Shelagh to the Committee. Vote by trustees present (Helen & Natalie) to accept nominations.
- Kayla stepping down as Treasurer. No one present wished to step in to this role so will be advertised for a volunteer.
- Nat needs another one or two foster coordinators as this role is too big for just one person. Also she is going on maternity leave in July for roughly 6 weeks, so someone to cover her then would be ideal.
- We are always looking for volunteers to help coordinate events in different regions.
- Property inspectors in some of the areas we commonly rehome to would be ideal. Also to check out new foster homes for us.
- Vicki Lim stepping down as Social Media Manager so this role will be set up under Marketing Subcommittee and will advertise for a volunteer. Vicki happy to stay on board in some fashion with social media.
- Karen will write a strategy for Social Media development as they have done this for their own clients. Currently 21,500 followers on Facebook.

Public Liability Insurance

- Feel that this is a good idea in case of foster dogs causing damage to stock/property/causing an accident. It is a requirement of charities in the UK so would be best practice. Approach FMG for a quote? Maybe Fundraising team to cover this as sponsorship? Nat will approach PAWs to see what they do, and Vikki A to approach HUHA.

Behavioural Assessments

- Follow up with Kayla re foster booklets
- Pete can offer advice but won't be first-line foster home as he is naturally pack leader and dogs won't always show behaviours when with him. Also he doesn't have cats/small kids etc. Dogs that are coming through foster initially will be assessed before too much money is sunk into them – i.e. only the basics of vax/flea/worm.

- Advertise for volunteers to assess dogs in a home setting?

Future Planning

- Recruit more vet clinics – initially just to spread the word re advertising rather than surgeries/fostering
- Approach TeamMate project, VetEnt, VetLife, especially in the South Island and King Country
- Need brochures/flyers for the clinics for vets and surgeries

Registering Dogs Policy

- Gold standard is to register all dogs in foster
- Ideally one person for each area will have dogs registered under them
- Strike a deal with local councils for cheaper registration. Ruapehu microchips and registers each dog we take before they leave the pound-this is the ideal.

Website

- Report from Phil: 60k visitors last year, >60k page views per month
- Sales (since Nov 2019) \$3336
- Donations via website \$20,000
- Discussed increasing advertising donation and making it not optional? General feeling was to increase it from \$10 to \$20 but leave it as optional
- Questions whether to keep the Event Page on the website? Hasn't been updated and this hasn't affected views/event attendance so feel it could be removed
- Phil asked for everyone to comment on the user friendliness of the website contact/advertising forms
- Need to increase use of Staff Only area, both for current 'staff' and new volunteers, to share policies etc. It can be set up so certain logins have restricted access if needed.
- Sell advertising space on the website? Karen & Phil to consider

Internal Communications

- Ideally everyone use Slack as easier to track conversations than FB messenger
- Ideally everyone to have an RWD email – then if people are away etc it is easier to get someone else to take over email rather than having to redirect it.

Adoption Fees

- Increase to \$250 for de-sexed/vax/chipped dogs effective immediately for new fosters. (Unless we wait until after the coronavirus thing has calmed down?) Re-assess for puppies (not de-sexed) or elderly dogs. Look to increase to \$275 after a few months? Everyone to email Nat with thoughts on this.

AOB

- Phil to give Vikki access to SLACK
- List of job roles to go into the Knowledge base
- Copies of minutes and monthly reports to be kept in the Knowledge Base