

TYPE OF MEETING MINUTES: Monthly  
DATE OF MEETING: January 18, 2022  
PLACE OF MEETING: Dennis Memorial Library and Zoom  
TIME MEETING CALLED TO ORDER: 6:30 PM

Member Attendees: Sue Bernier, Ashley Bulger, Jeff Idels, Rebecca Blair, Karen Feeney, MarilynRose Guarino, Kristina LaChance, Carol Miller, Maureen Starr, Anne Thomas, Amy Usowski, Candy VanSciver

Guest: Maggy Purdy

#### Secretary's Report

- No Secretary Report – official first meeting of our new group

#### Treasurer's Report

- No official Treasurer's Report – official first meeting of our new group
- It was agreed upon that there would be yearly dues in the amount of \$75.00 to help with expenses.
- The \$500 insurance premium was paid for by contributions from the Board, which will be reimbursed once dues have been received.
- As a club, we would like to give new members both a shirt and a club bandana for their dogs. Additionally, we will work to make sure that no one will be excluded from the club if the fee is a hardship.

#### Hearts and Paws Startup Information

- The club is an official 501 (c)(3) non-profit organization
- We have insurance coverage through Ohio National for \$1,000,000 per incident, \$2,000,000 aggregate
- Dennis Memorial Library has offered us use of their space for our meetings. We would like to have other meeting spaces in towns from Harwich to Sandwich for travel purposes, as well as promotional purposes, with one meeting space per town.
- Carol has created our incredible new website...THANK YOU!!!!!! It covers all aspects of who we are, what we do, and how to help, as well as a donation button and address of where to send a donation check.
- Brochures and business cards have been printed. They were handed out to those that attended the meeting in person. Maureen will get them to Kristina, Ashley and Karen. Carol will get them to Amy and Ann. Jeff will get them to Cheryl.

### **LOOKING AHEAD IN 2022**

#### FUNDRAISING AND MEMBERSHIP DRIVE

##### Disbursement of Brochures

Great spots for our brochures are groomers, dog training facilities, vets, libraries, senior centers and town halls. Maureen will put together a type of sign up sheet, which will allow us to see what places have been visited by each of us in order that we do not duplicate our efforts.

##### Social Media

Ashley will be taking charge of our Social Media...THANK YOU!!! She has fantastic ideas of how to maximize our exposure on the social platforms and will be sending instructions out on how to invite friends to like our FB page. Many other wonderful ideas were discussed about ways to create a personal touch, such as our own personal fun dog stories, dog bios, pictures of our dogs now and as puppies, etc. We will also be working on taking more pictures and videos during our visits, which will help create wonderful content to share with others. Ashley will also be working with TikTok and Instagram to spread the word.

### Fundraising Email

An email will be sent to everyone that can be forwarded to those you are comfortable asking for a donation. We are hoping that each member will send to at least five people. We are working on how to handle larger/corporate donations with regard to supporter levels and will keep everyone posted.

### Events Agenda for 2022

- We are looking to fill our calendar with community events that will help with both membership and fundraising. To follow is a list of ideas that were discussed and the name of the person that will make contact:
  - Unitarian Church Brewster: Carol
  - Eastham Dog Owner Association: Anne
  - Museum of National History Brewster: Rebecca
  - Cape Cod Beer: Amy
  - Country Garden: MarilynRose
  - Dog Meet up Groups: Carol

Please reach out to anyone else that you may think of!!

- Candy told the group about donations available from Amazon Smile. Maureen will look into getting our club registered.

### Committees

- Jeff will be sending out an email regarding the committees of the new club.

### New Member Information

- When a person joins the club, to follow are the things that need to take place:
  1. General Orientation and connection to a "Buddy"
  2. Visitation Orientation
  3. Observation at a visit

These will be held on a rolling basis.

### By-Laws

The new By-Laws have been completed and will be forwarded to everyone via email.

Next member meeting will be held on Febraury 15 at 6:30 PM, place TBD.

MEETING ADJOURNED: 8:15 PM