

MISSOURI ANIMAL CONTROL ASSOCIATION

EXECUTIVE BOARD MEETING MINUTES

November 6, 2024 at 10:00 A.M.

The meeting was conducted via Zoom and was called to order at 10:02 A.M.

BOARD MEMBERS PRESENT

**Matt Allen _X_ Christina Elmore _X_ Karen Griggs _X_ Sara Spease _X_
Holly Bowie _X_ Stephanie Bugbee _X_ Steve Norman _X_ Maureen Keedwell _X_
Michael Layton _X_ Jamie Williams _X_ Troy Schneider _X_ Alyssa Norsworthy _X_
Beth Gillespie _X_**

BOARD MEMBERS ABSENT

All Board members were present.

NON-VOTED COMMITTEE CHAIR ATTENDANCE

No one currently fills this position.

MEMBER AND GUEST ATTENDANCE

There were no guests in attendance.

CONSENT AGENDA

Alyssa Norsworthy made a motion to accept the agenda as presented. Christina Elmore seconded the motion, and it was unanimously approved.

PREVIOUS MEETING MINUTES APPROVAL

The meeting minutes for the Executive Board meeting and the Annual Business Meeting minutes were reviewed. Sara Spease made a motion to accept the minutes as presents. The motion was seconded by Steve Norman, and unanimously approved.

MEMBERSHIP'S COMMENTS

Members and guest present may briefly (3-minute time limit) address the Board of Directors with any questions, comments, concerns or complaints the member or guest may have. Cheri Hill Heaps, MACA member, City of Pevely, presented the comments to President Matt Allen.

There was discussion among the Board regarding speaking to Missouri Animal Sheltering President Abbie Atteberry and discussing, down the road, as to whether to team up our organizations for future projects.

EXECUTIVE OFFICER'S REPORTS

President's Report:

President Matt Allen thanked everyone for the opportunity to serve as President and expressed his excitement to continue to build on positive momentum as we start the 2025 year. Since conference, he has begun exploring some ideas he has brought to the Board in the past, as well as working on Committee assignments for the upcoming year.

Vice President's Report:

Vice President Christina Elmore thanked everyone for voting her in as Vice-President and she is excited for the new adventure. She advised that Matt Allen has been showing her the ropes and they have been working on things together. She advised that they have a meeting set up with the Chateau on December 3, 2024, at 12:00 P.M. to discuss things and check out the venue and rooms.

Secretary's Report:

Retired Secretary JT Taylor sent out the last Board meeting and the Business Meeting minutes. JT Taylor still has the secretary's computer as he is using it to update the Certification Class and wants to make sure he doesn't need to make any further changes at the class. JT Taylor and I will meet at the completion of the November Certification Class for the official hand-off.

Treasurer's Report:

Treasurer Sara Spease reported \$20,826.30 in the main account; \$5,899.75 in the certification account; Stripe has a zero balance; \$1,011.88 in the PayPal account. She noted that the money in the PayPal account needs to be moved to the certification account for training. Sara Spease advised that there was a fraud issue after the conference and her card was charged \$48.14 for a bookstore. The incident was reported to the bank and has been handled. Due to this incident new cards were issued and accounts attached have been updated. She noted that while at the bank, she found out Carmen and Nicole (previous MACA board members), are still on the account. Additionally, she gathered next step information for changing the President to Matt Allen and updating the cards as needed for certification and Christina Elmore. Holly Bowie's card will remain active for the moment for website and storage unit purposes. Holly Bowie made a motion to accept the Treasurer's Report as presented and Alyssa Norsworthy seconded the motion. It was unanimously approved.

COMMITTEE CHAIR REPORTS

Awards:

Maureen Keedwell advised she is taking suggestions for the 2025 year's theme and stated that Circus has been suggested, otherwise, nothing to report at this time.

Certification:

Christina Elmore reported that there are currently 13 people signed up with a possibility of about four more. JT Taylor sent the presentation over and between herself, Ellen Starks, and Holly Bowie, they have gotten the course all together with Ellen currently making books for the class. Christina advised venue is good and ordered the snacks from Amazon. She is packing things up to take to the next certification chair at the November class. She is working her way through the certification renewals and is planning on getting them done and mailed this week. Christina advised she will assist the new person taking over certification until it is fully transitioned over. The spring certification class is already scheduled for April 2-5, 2025, in Republic at the BUILDS department and will be able to assist with the class as well.

Constitution and Bylaws:

Troy Schneider had nothing new to report.

Legislation:

Sara Spease said Cana's last meeting was October 30th with the next meeting scheduled for November 26th, 2024 at 11:00 A.M. If anyone wants the link, let Sara know.

Historian and Photographer:

Jamie Williams reported that he is trying to get pictures of the conference to JT Taylor like he has requested. He hopes to have this sent to JT Taylor by the end of the week. Jamie advised he has been looking through the photos and believes he doesn't have pictures of all the MACA award winners and is requesting verification as to who attended and who didn't.

Membership:

Alyssa Norsworthy reported that there are 227 current members (including 15 lifetime members with JT Taylor being our newest lifetime member). She will be sending out invoices in the next few weeks. Alyssa noted that she received a membership submission from Gina for a KCPP employee but had not received payment confirmation.

Nominations:

Michael Layton advised he only received one recommendation to serve on the board which is Cheyenne Gilroy with Republic Animal Control.

Scholarships:

Karen Griggs advised she had nothing new to report.

Merchandise:

Beth Gillespie advised we did sell quite a bit of our old merchandise and advised there were a few things that were not successful at conference. She reviewed the recommendations for merchandise and has already checked for items such as the sweatshirts through the company that did the swag bag shirts.

Exhibitors/Grants:

Steve Norman advised he is going to start working on the new paperwork for next year. He suggested the option of raising exhibitor prices and maybe increasing sponsorship prices. It was suggested to raise the \$300 fee to \$400. It was also suggested to include meals on the tier by Holly Bowie. Matt Allen suggested Steve make a sponsor and exhibitor meal package to present at the December meeting to vote on.

Social Media:

Christina Elmore advised she hasn't had a chance to do much with the social media pages this time around. Karen Griggs advised it was requested to post about the new membership dues which was posted.

Newsletter:

Matt Allen advised that he believed he saw communications from JT Taylor where two editions of the newsletter will be in the new website.

Mini MACA:

Alyssa Norsworthy advised she had nothing new to report at this time.

Website:

President Matt Allen requested that everyone read the constitution to see if the website committee needs to remain a non-voting Board member.

OLD BUSINESS

Website:

Holly Bowie advised she is close to go live with the website and is requesting to work with each committee member to go over the content. She will be meeting with Sara Spease to add the payment feature and is planning on going live after the certification class.

Advertisement Missouri Municipal League:

Troy Schneider sent everyone a copy of the cost of the advertisement as well as several advertisements that he put together. He requested to know what the Board thought would be the best advertisement to use. It was decided to use the brown “Helping people and animals to grow better together” advertisement.

NEW BUSINESS

2024 Conference Review/Discussion:

The 2024 MACA Conference survey results are as follows:

Name a MACA member eligible to serve on the Board, who you think would make a great addition to the MACA Board of Directors. Two votes for Cheyenne Gilroy and 1 vote for NA

How did you like the collaboration format with Missouri Coalition of Animal Care Organizations (Midwest Animal Sheltering Conference) at Conference?

19 responses with: 31.6% - It was great! The topics were applicable to my organization and it was great to network. 26.3% - I enjoyed it. However, not all topics applied to where I work. 42.1% - I would prefer to return to MACA’s traditional conference format without the crossover.

Did you purchase items/merchandise from the MACA store? 19 responses with: 73.7% Yes and 26.3% No

How would you rate the food quality? 19 responses with: 15.8% - It was great. 42.1% - It was good. 15.8% - I am indifferent. 26.3% - It could’ve been better.

What speakers were your favorite? 17 responses with Kevin Hearst, Tabatha Blewett and Mike Wheeler appealing to most voters.

Would you like MACA to work with MASC in future? 19 responses with: 42.1% - Yes, but not as part of our Annual Conference. 36.8% - Yes, in a similar fashion to this year’s Conference format. 21.1% - No.

There were numerous comments or concerns about continuing to work with MASC both positive and negative.

What topics did you enjoy the most? 14 responses. Numerous responses.

List any topics or speakers you didn’t care about and why. 12 responses about different topics and speakers which was good information.

What items would you like to see added to the MACA merchandise in the future? 12 responses with cold weather gear, MACA logo and business-related items being top of the list. Good information.

What sizes of clothes do you need in the MACA Merchandise Store? 18 responses with plus sized clothing being at the top of the list.

President Matt Allen presented the possibility of a “conference tuition swap” with KACA (Kansas Animal Control Association), on their annual conference for 2025. A Board member, representative, or something similar would attend a neighboring state association conference in order to see what their associations look like. He reached out to KACA to gauge their interest. KACA President Amber Bowlby seemed very interested in the idea. Emails have been exchanged about what a swap may look like. KACA’s conference is in Manhattan, KS, Wednesday, February 26-Friday, February 28, 2025. Matt offered to attend as Vice President Christina Elmore will be on a cruise. Matt advised his intent would be to commute back and forth each day unless inclement weather. It would be a approximately a two hour commute each day from north Kansas City. The estimated cost to MACA would be minimal in this scenario. If KACA President Bowlby attends our conference, she wouldn’t need lodging as there is a family lake house on Table Rock Lake. The Board agreed this would be a good opportunity for President Matt Allen to attend and have KACA President Bowlby attend our conference.

President Matt Allen requested Stephanie Bugbee and Maureen Keedwell send in a picture to Holly Bowie in order to update the website.

NACA 2nd Annual State Association Summit:

President Matt Allen advised that the summit is scheduled for Monday, April 14th (full day), and Tuesday, April 15th, 2025 (half day) in Las Vegas, NV and he would personally prefer not to attend. Vice-President Christina Elmore is waiting to hear from her employer if she is able to attend. Matt Allen briefly looked at airfare and it was approximately \$1,200 roundtrip for two people. We will need to evaluate if the Board is interested in sending a person or two. NACA will pay for one night stay which is the first night. Steve Norman advised that he might be in Las Vegas around that time.

2024-2025 Committee Assignments:

Treasurer: Sara Spease

Awards: Maureen Keedwell

Certification: Maureen Keedwell – Goal: Identify potential instructors going forward (for new content, etc.)

Constitution and Bylaws: Jamie Williams and Michael Layton

Legislation: Troy Schneider – Goal: Arrange MACA representation at Humane Day

Historian and Photographer: Jamie Williams – Goal: Update slide show with recent photos (eliminating those older than five years or so). Maybe compile a list of previous award winners from previous minutes, list on website.

Membership: Alyssa Norsworthy

Nominations: Michael Layton

Scholarships: Karen Griggs – Goal: Rework the scholarship application on website with separate asks for lodging, registration, etc.

Merchandise: Beth Gillespie – Goal: Limit new short sleeved t-shirt designs for 2025, concentrate on hoodies, etc. and new items such as those listed in conference survey; have items designed for consideration by April or May and purchased by July

Exhibitors/Grants: Steve Norman – Goal: Work on swag bag items (with others help), items such as dog/cat treats, etc.

Social Media: Stephanie Bugbee – Goal: Work on content of members only page

Mini MACA: Troy Schneider and Stephanie Bugbee

Newsletter: Going away

Branding Committee: Holly Bowie – Goal: MACA Business Cards? To attract exhibitors, promote membership, etc. Create committee information for Board Member Handbook as information is developed.

Non-voting Committee:

Website: Holly Bowie

Ad-Hoc Committee:

Calendar Fundraiser: Sara Spease

NEXT MEETING SCHEDULE

President Matt Allen requested we meet in Columbia at Shakespeare's on Peach Tree in person. Meeting date is December 18th, 2024, at 10:30 A.M. January's meeting will be a Zoom meeting January 15th at 10:00 A.M.

ADJOURNMENT

Alyssa Norsworthy made a motion to adjourn which was seconded by Beth Gillespie and the motion passed unanimously. President Matt Allen adjourned the meeting at 12:30 P.M.

Respectfully submitted,

Karen Griggs

**Karen Griggs
Executive Secretary**