

**House Rabbit Network (HRN)**  
**Minutes of the Meeting of the Board of Directors**  
**June 4, 2017**

Present: Betsy Hartman, Suzanne Trayhan, Jess Riel; also in attendance was Jean Player, secretary.

**Review Minutes of Previous Board Meeting**

Minutes of the February 26, 2017 board meeting were reviewed.  
Minutes approved.

**Monthly Bulletin**

Mailchimp account created. Next actions are to import email addresses and send

Stacey is working on the newsletter. Production is behind schedule because articles have not been submitted.

**Hotline**

Problems continue. We need to find another volunteer. Friday volunteer Lauren is new and doing well. Deb may temporarily take over Saturdays. Current Saturday volunteer is not communicating and we are unsure if she is returning any calls.

**Workshops**

Betsy is planning three rabbit health workshops in the summer. Offer to volunteers first, and it's free for them. We have offered to the public, but there haven't been any takers.

Jess mentioned there is also interested in having a bunny massage workshop. We could piggyback to one of Betsy's workshops, and ask for a donation for the massage workshop.

## **Financials / Bookkeeper**

Suellen has offered to take over bookkeeping for free. She needs to be trained. Plan is a slow transition so that Suellen gets up to speed. Current paid bookkeeper does not send monthly reports as expected.

## **Fundraisers**

Fundraisers did well. It would be nice to do Spa Day twice a year. The idea of alternating years of Bun Fest and Spa Day presented, but Bun Fest would be a lot of time and cost.

Hope to do another online auction in July or the fall.  
Betsy offered to coordinate July auction.

LulaRoe benefit got us \$780. In addition, someone recently donated \$950 worth of merchandise that we can sell. Betsy will work on the LLR re-sale.

Giggles did about average- \$2369.

Gertrude Hawk Chocolates did not do as well as last time. Suzanne thinks this fundraising tool has run its course.

## **Joan Diebold**

Joan is a veterinarian who adopted Pete from HRN in October. She was having health issues and professional issues. HRN took back Pete while she was hospitalized.

Suzanne sent an official letter to her stating that we would not be returning Pete' due to the continuing issues. No reply yet, but it is hard to know what happened to the letter sent. Suzanne got a call from her three weeks ago that she is ready to take her bunny Pete back but also that she was going back into the hospital for a few weeks. Local ACO recommends sending a second letter. MSPCA does not want to see the bunny returned to her.

## **Sweet Binks**

Sweet Binks accused HRN of stealing volunteers, but the accusations are vague. We have not been able to figure out what is behind them. There is also a rumor that Sweet Binks is closing.

## **Board Matters**

Suzanne consulted with Gabe Cheung who has experience with non-profit boards. He proposes the board to have an active social media presence, like Facebook. Board members should actively promote HRN and try to give what they can to the organization.

Sarah Titus is not seeking another term. Since Megan-Marie resigned a couple of months ago, if we stay with a board of 5 that leaves two vacancies.

Several candidates were discussed, a decision was made to ask Dawn Lewis and Amanda Bosh to join the board.

## **Southwest Florida Rabbit Rescue logo**

The SW rescue said they would not stop using the appropriated HRN logo and they submitted an application to copyright their logo.

HRN will continue to pursue a “cease and desist” style letter with a pro bono lawyer who specializes in copyright and intellectual property.

## **Official Communication Issues**

Inaccurate information has been posted on Facebook page on occasion. For example, longevity (“10-15 years” which assumes excellent health and care) and litter box training (that all HRN rabbits are litter box trained.) There is concern about having a consistent message.

## **Shelter (scheduling, adoption checks)**

Adoption appointments slow down for the summer, but intakes will increase.

Betsy remarked that there has been sloppy data entry regarding incoming appointment requests.

### **Volunteer shortages**

Ask Astrid Kruse if she knows any veterinary techs who could serve as medical foster homes. Veterinary students are not as reliable.

### **Next Board Meetings**

August 12

- Bernadette asked about hosting the Bunny Hop. We hope we can hold board meeting and bunny hop on the same day.
- Betsy starts school on August 14.

November 11

February 10

May 12