

**The Cat Welfare Association
Board of Directors Meeting**

Tuesday, January 18, 7 p.m.

Join Zoom Meeting: <https://us02web.zoom.us/j/83104461314>

Meeting ID: 831 0446 1314

Passcode: 804202

One tap mobile

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Dial by your location

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| I. Welcome and Call to order | Katie |
| II. Consent Agenda | Katie |
| III. Shelter Report | Helen |
| IV. Old Business | Katie |
| V. New Business | Katie |
| A. Google Drive Set Up | Katie |
| B. Distribution of board orientation materials | Helen |
| C. Strategic Planning Proposed Outline | Katie |
| 1. Review previous Board SWOT & discussion | |
| D. Board Goal (see page 2) | Katie |
| VI. Adjourn | Katie |

Initiatives for Consideration Based on SWOT Analysis (not in priority order)

Raise an additional \$200,000 for the Capital Campaign.

- Second ranked opportunity.
- Addresses weaknesses in fundraising, lack of space.
- Will help develop desired camaraderie and cohesion among the Board.

Recommend a process to demonstrate an appreciation of donors.

- Addresses a weakness identified in donor stewardship.
- Works hand and glove with fundraising for new addition.

Develop strategies to attract members/volunteers.

- Addresses top threat

Apply for XX # of relevant grants.

- Highest ranked opportunity