

The Animal Rescue Center Of California

1/20/2022 | 4:00pm

Minutes

Kirk Geiger present
Christine Madruga absent
Dan Graff present
Randy Foulds absent
Noelle Geiger present
Peter Geiger present

1. 1/20/2021 Meeting Minutes were discussed.
2. Christine Madruga has resigned as Secretary. She will still be available to help us with any questions we might have and also encourage people to donate. We will miss her.
 - a. Need to find a new secretary.
 - b. Person must be local.
 - c. Must also want to take on more responsibilities other than secretarial duties.
3. Peter Geiger was introduced as a new Board Member.
 - a. Need new board members who can help with fundraising.
4. Coachella City Government
 - a. Kirk and Noelle recently met Joey Altuna (Mission Band of Indians) who is a supervisor for grants and city subsidizing for the city of Coachella. Joey was very receptive to our rescue efforts. Kirk has emailed him on (1/19) and is waiting for a response.
 - b. Kirk also emailed Neftali Galarza, Coachella City Council Member, but has not received a response from him yet.
5. Social Media
 - a. Noelle has not taken money for social media services due to the two big bills (the van purchase and the puppy getting parvo) last quarter.
 - b. Noelle continues to edit videos and post on all social media platforms gratis.
6. ARC van was purchased.
 - a. 2014 MR5 Mazda
 - b. Thank you Randy Foulds for recommending this van. It is perfect and hauls dogs on a daily basis.
7. Need to get our name out to the community.
 - a. Peter to research how we can tap into Coachella High School students to volunteer in exchange for credits.
 - b. Kirk to talk to Riley about the Eagle Scouts and working together.
8. Fundraising Ideas
 - a. Peter will contact Cherie to discuss building a successful charity.

- b. Peter to research appropriate grants that we can apply for both on the internet and locally through the government.
Need more ideas to pull in local money.
- 9. Corporate Fundraising
 - a. Talk to local businesses about supporting us (TKB, Rubios, Coachella Fest)
- 10. Need to find a way to find good fosters and volunteers.
 - a. PetCo and PetSmart Community Board
 - b. Palm Desert Dog Park
- 11. Need to better understand the legalities of running a 501c3.
 - a. Dan will be a bridge for the tax filing.