

**Audubon Society of Omaha Board Meeting
November 12, 2024**

Present

Betty Fullerton
Sarah Shepherd
Conor Gearin
Melissa Sitze
Anne Maguire
Trevor Pellerite
Glenn Pollock
Roger Carroll

Steve Gedes
Kyle Finley
Katy Simmons
Virginia Stauffer

Not attending

Bennett Amdor
Amy Campagna

OLD BUSINESS

Trevor moved to approve October board meeting minutes
Conor seconded, board voted to approve, motion passed

NEW BUSINESS

Fall Birdseed Sale

Betty presented financial information about the Fall 2024 Birdseed Sale and noted that ALL board members participated in the bird seed sale this fall in one way or another. Cost ratio cost of seed over amount sold for is (about 60%)

Upcoming bird seed sale planned for 2025: Feb 22 and Oct 18 -19

Betty has suggested removing contact-less deliveries and paying with paper checks in the future in order to make Birdseed Sale easier to manage. Going forward, Sarah will begin organizing volunteers for the sales. Betty has a manual with instructions in case she is unable to run Birdseed Sale.

Note – financial report from Fall 2024 Birdseed Sale is attached.

Program Update

Anne reported Owls program was popular and was held outdoor patio area at DJ's due to health department regulations which prohibit birds/wild animals inside restaurants

Prairie Update –

Glenn Pollock reported on Pollock prairie plans – has applied for a prescribed burn permit.

Pheasants Forever project funding is underway

Cumming City prairie has been designated as a farm so we can now apply for EQUIP grant

More Motus requests from Henry Doorly Zoo, Offutt Airforce base and downtown

Informational and instructional signs are up at Pollock Prairie

Upcoming Field Trips and Programs

Glenn says Amy has spoken about doing field trip at Forest Lawn

Conor says he is working on a joint field trip with Omaha Astronomical Society

Conor moved to adjourn and Trevor seconded

Anne adjourned meeting at 7:45 p.m.

Fall 2024 Bird Seed Sale

Takeaways

Sales and Profit down from prior 2 years
Fewer customers
Smaller orders; less pounds sold

New customers - 8 members, 9 others

No problems with shortened pick-up times

29 volunteers (2 new, 2 re-engaged), 20 deliveries
100% Board participation

only 4 mix-ups out of 1,100 bags of seed and 474 suet

Next Bird Seed Sales pick-up dates

Winter 2025, Saturday

February 22, 2025

Fall 2025, Saturday & Sunday

October 18 & 19, 2025

Audubon Society of Omaha
Bird Seed Revenue & Expenses
for the seven fiscal years July 2018-June 2025

	Jul '24- Jun 25	24-25 Budget	Jul '23- Jun 24	Jul '22- Jun 23	Jul '21- Jun 22	Jul '20 - Jun 21	Jul '19- Jun 20	Jul '18- Jun 19
Fall Sales only, except Budget								
Income		<i>includes Winter sale</i>				1st year at Warehouse (COVID yr)		under "new management"
Direct Public Support								
Donations - Bird Seed	\$ 1,750.75	\$ 2,000	\$ 1,878.75	\$ 1,337.75	\$ 1,164.80	\$ 1,593.35	\$ 495.31	\$ 485.80
Donatns fm Contactless Delivery	\$ 560.00	\$ 800	\$ 605.00	\$ 620.00	\$ 455.00	\$ 602.50		
Total Direct Public Support	\$ 2,310.75	\$ 2,800	\$ 2,483.75	\$ 1,957.75	\$ 1,619.80	\$ 2,195.85	\$ 495.31	\$ 485.80
Gross Sales								
Bird Seed sales	\$ 52,415.00	\$ 79,300	\$ 57,453.25	\$ 54,556.00	\$ 45,942.00	\$ 45,479.40	\$ 24,788.05	\$ 25,308.55
Sales Tax on Bird Seed	\$ (3,429.03)	\$ (5,551)	\$ (3,758.59)	\$ (3,576.74)	\$ (3,005.53)	\$ (2,975.29)	\$ (1,621.64)	\$ (1,655.71)
Total Gross Sales	\$ 48,985.97	\$ 73,749	\$ 53,694.66	\$ 50,979.26	\$ 42,936.47	\$ 42,504.11	\$ 23,166.41	\$ 23,652.84
Total Income	\$ 51,296.72	\$ 76,549	\$ 56,178.41	\$ 52,937.01	\$ 44,556.27	\$ 44,699.96	\$ 23,661.72	\$ 24,138.64
Cost of Goods Sold								
Cost of Goods Sold								
Cost of Bird Seed	\$ 34,392.24	\$ 57,096	\$ 37,690.14	\$ 41,070.89	\$ 32,959.16	\$ 31,692.95	\$ 17,398.20	\$ 17,543.69
Birdseed Printing & Postage	\$ 990.59	\$ 1,120	\$ 850.96	\$ 1,011.62	\$ 1,658.02	\$ 1,482.11	\$ 487.09	\$ 445.08
Warehouse Equipment			\$ -	\$ -	\$ -	\$ 507.46		
Sales tax collection fee	\$ (102.87)	\$ (167)	\$ (112.75)	\$ (94.89)	\$ (75.00)	\$ (74.39)	\$ (40.54)	\$ (41.40)
Total Cost of Goods Sold	\$ 35,279.96	\$ 58,049	\$ 38,428.35	\$ 41,987.62	\$ 34,542.18	\$ 33,608.13	\$ 17,844.75	\$ 17,947.37
Total COGS	\$ 35,279.96	\$ 58,049	\$ 38,428.35	\$ 41,987.62	\$ 34,542.18	\$ 33,608.13	\$ 17,844.75	\$ 17,947.37
Gross Profit	\$ 16,016.76	\$ 18,500	\$ 17,750.06	\$ 10,949.39	\$ 10,014.09	\$ 11,091.83	\$ 5,816.97	\$ 6,191.27
Pounds Sold	41,149		45,932	44,700	41,307	52,274	30,583	32,975
# of customers	260		294	276	252	328	198	202
Cost of Bird Seed as %age of Total Sales	67.0%		67.1%	77.6%	74.0%	70.9%	73.5%	72.7%
Ratio of cks to credit cards	41/59%		47/53%	43/57%	50/50%	50/50%		
Pick-up dates	Oct 12-13		Oct 14-15	Oct 15-16	Oct 2-3	Oct 31-Nov 1	Oct 19-20	Oct 13-14