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BOARD OF DIRECTORS
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PSDP Board of Directors Minutes
10/27/14, noon PDT/3:00 p.m. EDT

Attendees

Veronica, Elaine, Chanda, Brad, Morgance, & Phillis (through "Public Outreach")

Agenda

- Next Regular Meeting
- On Learning & Improving
- Public Outreach
- 2015 Convention
- Fundraising Committee
- Website
 - You Can Help!
 - Advocacy
 - FAQ
 - Memorial
- 2014 Needs Assessment
- Pupparel
- Treasury Report
- Nonprofit Status
- "Behavior, Not Belongings" Campaign

This regular meeting was called by verbal agreement during the prior meeting, or by intermediate written reasonable notification made in good faith and agreed to by a majority of board members through email or phone, and was held through videoconferencing.

- Next Regular Meeting
Monday, November 10th, noon PST/3:00 p.m. EST, through videoconferencing.
- On Learning & Improving
Moving forward, we will strive to better consider acting in ways that empower community members—those who clearly merit some faith—to take on responsibilities that will assist PSDP and its community in our mission. Within reason and good judgment, we will do our best to avoid tying the hands of community members attempting to help us carry out our mission, providing a level of oversight that is not controlling, but guiding.
- Public Outreach
We received a call from Yolande of "VOCAL" (<http://www.vocalvirginia.org>) requesting that they reprint/post online the information in the PSDP flyer she received at the 2014 Alternatives conference. We were happy to agree, as long as they include our contact information. Thank you to Mary Blake for printing and distributing these flyers to conference-goers!

Phillis joined us for the first part of this board meeting so she could advise us about public outreach, especially with respect to how things work in Washington, D.C. She shared her insights with us, and will continue to conduct her own public outreach efforts on behalf of PSDP's mission. She will also continue to advise us from time to time on the advances she makes and opportunities she encounters.
- 2015 Convention
The 2015 Convention Planning Committee is has announced the location and dates of this year's convention: the Hilton Garden Inn, Rock Hill, SC, April 18th & 19th. The 2015 Convention webpage has

the details, and links to the now-open registration page:

<http://www.psychdogpartners.org/resources/convention/2015-convention>

We have several registrations so far, with a maximum of 30 registrants.

- Fundraising Committee

We will come back to this agenda item on 11/10.

- Website

Instead of “Library”, we may call the page “Printable PDFs”. We will consider changes “Service Dog Lifestyle” to something that conveys more clearly to the general public what the category contains.

- You Can Help!

On our website, instead of having a “Donate” link at the top, we have a link to a “You Can Help!” page. Apparently (according to a nonprofit book), having “You” in a link really attracts people. The “You Can Help!” page would link to the donate page, the “Personal Impact” page, and any campaign page, such as the “Behavior, Not Belongings” campaign page when it’s ready.

In the “Personal Impact” section, we will add stories to the website about how PSDP has helped individuals, from their point of view. These would be 1–2 medium-sized paragraphs plus a picture.

- Advocacy

We have published a statement regarding Canine Companions for Independence's (CCI's) ill-considered petition and pledge. Our statement is called “There Are No Fake Vests”:

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/fake-vests>

We sincerely hope this will encourage CCI and the public to understand the severe disservice CCI's campaigns do to many within the disability community, and further to act responsibly and ethically in light of this understanding.

We have authorized Deanna, at her request, to publish our letter in her local newspaper. She submitted the statement for publication, and we are waiting to hear whether it will be published.

- FAQ

We are continuing to draft answers to common questions (FAQ) for the website, in sections, with the assistance of a community member. There are no new completed sections since the last meeting.

- Memorial

A community member suggested we have a memorial page for late service dogs. Instead, we have decided to focus on how service dogs of community members have helped their members, whether alive or not.

- 2014 Needs Assessment

We conducted our second annual Needs Assessment Survey between 10/13/14 and 10/24/14. This survey is intended for PSDP stakeholders to tell us what’s important for our organization. Thank you to all community members who give us feedback to help us serve the community’s needs better!

The numerical results are as follows:

Average rating out of 5:

4.80 Maintaining an information sharing listserv for members

4.50 Providing written information through the website

4.40 Provide information to gain SD access in the workplace, college, and hospitals

4.40 Advocate by submitting public comments and encouraging community activism

4.33 Planning and holding annual conventions for PSDP members and other persons interested in training their own PSDs

4.30 Provide SD information for hospitalization access

4.20 Providing support for individuals having trouble with PSD legal challenges

4.17 Becoming a 501(c)3 nonprofit

4.13 Working with researchers looking into the use of PSDs as a viable treatment for MI

3.79 Offering a PSD links page

3.63 Provide individual state information (links) on SDs

3.52 Offering items with the PSDP logo for sale
3.43 Setting up a membership program

Numbers of people picking the item as in the top 5 priorities (people who ranked it #1, #2, #3, #4, #5):

Becoming a 501(c)3 nonprofit 7 5 2 0 5

Maintaining an information sharing listserv for members 19 7 1 0 1

Offering items with the PSDP logo for sale 0 1 2 3 2

Planning and holding annual conventions for PSDP members and other persons interested in training their own PSDs 0 3 8 4 0

Providing written information through the website 1 6 5 5 3

Providing support for individuals having trouble with PSD legal challenges 0 2 1 3 5

Working with researchers looking into the use of PSDs as a viable treatments for MI 2 0 0 6 3

Setting up a membership program 0 1 1 1 2

Offering a PSD links page 0 0 1 0 3

Provide individual state information (links) on SDs 0 2 1 0 0

Provide information for hospitalization access 0 0 0 3 2

Provide information to gain SD access in the workplace, college, and hospitals 1 0 8 1 3

Advocate by submitting public comments and encouraging community activism 0 3 0 4 1

—End of Meeting—