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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes
9/23/15, 11:00 a.m. PT/2:00 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next regular meeting
- Great Nonprofits
- NAMI presentation
- Local transportation involvement
- Website
 - General
 - Meme contest
 - Responsible service dog handling
 - The D Word
 - 10 Traits of Successful Psychiatric Service Dog Users
 - 2015 FAQ flyer translation
 - FAQ
- Articles being drafted
 - Service dog breeds
 - Basic requirements for service dog use
- Behavior, not belongings
- Fundraising
- Treasury Report
- 2016 Convention

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
Wednesday, October 14th at 11 PT/2 ET.

- Great Nonprofits
We are pleased to report that PSDP is now listed on Great Nonprofits, a site that is basically the “Yelp!” of nonprofits. Great Nonprofits encourages people to review nonprofits, then shares those reviews across different nonprofit-listing sites, such as GuideStar Exchange.

We have continuously-updated badges reflecting our rating and latest reviews from Great Nonprofits on our Donate page and Investing in PSDP page. We hope our high rating and positive reviews will encourage donors to give with even greater confidence in the personal impact we have in the lives of many people who need our resources.

We currently have six 5/5 star reviews. We're excited to note that if our community submits only four more positive reviews by the end of October, we'll be ranked as a “Top-Rated” organization in 2015!

<http://greatnonprofits.org/org/psychiatric-service-dog-partners>

- NAMI presentation

Brad and Veronica enjoyed presenting on psychiatric service dogs at a local NAMI educational seminar on September 8th. The presentation was well-received, and PSDP even received a relatively large donation afterward!

We always sincerely appreciate much-needed donations from the community. Thank you, investors in the public good!

- Local transportation involvement

A representative from a Charlotte, North Carolina transportation administration met with Veronica and Brad in Rock Hill, South Carolina on August 27th to learn more about (psychiatric) service dogs. This meeting went very well; the transportation official was well-informed, and Brad and Veronica were able to share even more with her.

She invited PSDP to help with their employee training in the future. We are excited to have the opportunity to fulfill our mission in this way!

We developed Gatekeeper Guidance (and specifically Carolina Gatekeeper Guidance) to help the transportation operators and all other gatekeepers better understand service dog access. This is under "For Professionals" on our website, and will be used under a future advocacy campaign community members will be able to participate in! We're excited to thereby revive our "behavior, not belongings" campaign idea to once again be "encouraging respect beyond the laws".

- Website

- General

Google Analytics has informed us that our site received approximately 10,000 pageviews the first month we had it running, and each month this number has been growing significantly (it looks like by around 1,000 more each month so far!). We continue to have a much larger impact than we ever thought we would, so we're quite happy with the new data and the hard work that has gone into making these numbers so impressive!

- Meme contest

We loved our community's meme submissions! We have two winners, and we'll be announcing them soon!

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/service-dog-memes>

- Responsible service dog handling

This is one of two articles Veronica wrote in the past and that we've updated to make available to PSDP audience members.

<http://www.psychdogpartners.org/resources/getting-a-dog/responsible-service-dog-handling>

- The D Word

This is one of two articles Veronica wrote in the past and that we've updated to make available to PSDP audience members.

<http://www.psychdogpartners.org/resources/getting-a-dog/the-d-word>

- 10 Traits of Successful Psychiatric Service Dog Users

We're happy to announce a short new article to encourage better understanding of the traits that tend to result in successful PSD use.

<http://www.psychdogpartners.org/resources/getting-a-dog/10-traits-of-success-psychiatric-service-dog-users>

- 2015 FAQ flyer translation

We are beginning work toward translating the 2015 "Answers to Common Questions" flyer text into at least one other language in a multi-step process.

- FAQ

We are continuing to draft new answers to common questions (FAQ) sections for the website, as we are able.

- Articles being drafted

-Service dog breeds

Search engine research reveals that one of the top search topics involves the best breed(s) for service dogs. This is one of the factors in why Veronica's "Choosing the Right Dog" is by far our most popular resource, and is why we're drafting another article to address people's interest from another angle.

-Basic requirements for service dog use

One of the most common inquiries from the public and potential service dog users is about what's needed for someone to be a service dog user. We are drafting at least one simple article in this direction to help answer this inquiry quickly and attractively.

•Behavior, not belongings

After being tabled for some months so we could focus on other priorities, we are beginning work on our "behavior, not belongings" campaign as the service dog community side of our business resources. This educational campaign not only will spread the word about service dog laws, but will be "encouraging respect beyond the laws".

—End of Meeting—