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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes  
11/4/15, 11:00 a.m. PT/2:00 p.m. ET

### Attendees

Veronica, Elaine, Chanda, & Brad

### Agenda

- Next regular meeting
- Treasury Report
- Website
  - General
  - 2015 FAQ flyer translation
  - Brad's Question
  - Giving Tuesday
  - Memorial Giving Groups section
  - FAQ
- Quarterly Improvement Opportunity Assessments
- Meme contest
- Articles being drafted
  - Service dog breeds
  - Basic requirements for service dog use
- Behavior, not belongings
- Fundraising
- 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, November 18<sup>th</sup> at 11 PT/2 ET.
- Treasury Report
  - We discussed changes to and progress in the categories of: income, expenses, current funds, the budget, earmarked funds, and fundraising. Various program expenses were approved, allowing us to maintain and improve specific functions of our mission.
- Website
  - General
    - We continue to have a growing impact each month since we've had the tools in place to keep track. One simple measure is the impressive number of pageviews our site has received...
    - July: 11,532
    - August: 12,869 (11.6% increase over July)
    - September: 14,864 (15.5% increase over August)
    - October: 16,684 (12.2% increase over September)
  - In four months, we've driven our pageviews up 44.7%. Something's going right here!
  - 2015 FAQ flyer translation

In our work toward translating the 2015 “Answers to Common Questions” flyer text into at least one other language in a multi-step process, we are waiting to receive an initial translation back from a friend of the community.

-Brad's question

We have a new page on our site called “Brad's Question”, wherein Brad tells his story and explains how supporting PSDP (his support and yours) strengthens communities by empowering whole networks through individuals. We're very proud to inspire such dedication!

<http://www.psychdogpartners.org/donate/brads-question>

-Giving Tuesday

Giving Tuesday follows the purchasing-oriented, post-Thanksgiving Black Friday. Giving Tuesday is a movement designed to counterbalance the consumerism by promoting a day to come together in the name of generosity through gifts to charities.

We're proud to be part of this movement to increase the public good through the investments of good people. As part of our campaign to increase involvement, we have a webpage set up to spread the message, and we have an anonymous family doubling donations up to \$1,500! We're trying to encourage others to provide matching donations so normal donors will be even more encouraged to give when their donations will be tripled or even quadrupled!

<http://www.psychdogpartners.org/donate/giving-tuesday>

-Memorial Giving Groups section

In addition to the normal Giving Groups, on that page we are now featuring an “In Memoriam” section where donors who've given to memorialize a person or animal can have their departed's picture linked to their name. We invite all who wish to honor the memory of a loved one to donate to enable PSDP to preserve that memory while turning your love into an investment in the public good.

<http://www.psychdogpartners.org/donate/giving-groups>

-FAQ

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

•Quarterly Improvement Opportunity Assessments

We regularly and actively seek out both opportunities to improve the way PSDP runs and recognition of success-engendering aspects of our functioning. This quarter's assessments revealed continued consensus around opportunities for future board growth and recognition of improvements in interpersonal communication among leaders. Opportunities were also presented to both clear up confusions about the responsibilities of individuals in leadership positions and to foster a positive culture of appreciation.

—End of Meeting—