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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes  
12/23/15, 10:30 a.m. PT/1:30 p.m. ET

### Attendees

Veronica, Elaine, Chanda, & Brad

### Agenda

- Next regular meeting
- Website
  - General
  - Be the hope
  - 2015 Community Photos
  - 2015 FAQ flyer translation
  - Giving Tuesday
  - Peer Guidance Group Welcome
  - Personal Impact Stories
  - Convention info packet
- ACAA regulation update
- Meme contest
- Treasury Report
- 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  
Thursday, January 14<sup>th</sup> at 10:30 PT/1:30 ET.

- 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)

November: 19,896 (19.3% increase over October)

Nov. 22<sup>nd</sup>–Dec. 21<sup>st</sup>: 24,009 (108.1% increase over July—more than double in less than 6 months!)

-Be the hope

We are fundraising to make our convention happen for our community, and we'll have a page up soon to help inspire friends, family, and general do-gooders to join in!

-2015 Community Photos

Through the end of the year we're welcoming submissions for our 2015 Community Photos page. We've received some great pictures already, but we need more so we can represent our community!

-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 have had an initial translation reviewed and are submitting it for further review and revision.

-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 of and thankful for everyone's response! In just two weeks, we had a third of the number of donations made (year-to-date), raising \$620, which was then matched by an anonymous family to result in \$1240 in total donations!

We hope our success this year will propel us to further success next year, and we're especially hoping someone else will be able to step up and offer to match donations.

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

-Peer Guidance Group Welcome

We added an unlinked welcome message for new listmembers to make it easier for them to see what's expected when they are signed up for the list. We hope this makes things easier on everyone!

-Personal Impact Stories

We rounded out our personal impact stories with an update and enhancement to the main page's pictures. In the future (and especially at the start of each year), we will solicit reviews through GreatNonprofits so community members can share their stories in a timely way. This has the additional benefit of being able to earn us a Top-Rated badge each year, and is independently hosted, so viewers can be more assured in the uncurated nature of the content.

<http://www.psychdogpartners.org/can-help/personal-impact>

-Convention info packet

About every week, we're releasing a new section of the convention info packet so community members can easily ingest the document bit-by-bit. **The convention registration fee goes up in the new year**, so make sure we'll receive yours before then!

<http://www.psychdogpartners.org/resources/convention/2016-convention/info-packet>

•ACAA regulation update

Background: Most people in our community have some idea that the Americans with Disabilities Act (ADA) of 1990 prompts the Department of Justice to create regulations dealing with accessibility in employment, state and local government, and areas of public accommodation. Usually, it's those regulations we're talking about when we refer to "the ADA".

Similarly, the Air Carrier Access Act (ACAA) of 1986 prompts the Department of Transportation (DOT) to create regulations dealing with accessibility in air travel, where the ADA doesn't apply. Our community has been pretty unhappy with these regulations since the DOT decided to lump together ESAs and PSDs, allowing special documentation requirements of psychiatric service dogs that they can't require of any other kind of service dog. This is outright discrimination against those with mental illness!

In 2009, our predecessor (Psychiatric Service Dog Society, PSDS) petitioned the DOT to revise the regulations to right this wrong. Officials planned to revisit this, but the regulatory process isn't known for its speed.

What's happening now: After much anticipation, the DOT has proposed a "negotiated rulemaking" process (also called a "Reg Neg"). Normally, an agency like the DOT drafts regulations on their own, then asks for public comment, then decides whether or how to incorporate any feedback they receive. The usual draft feedback period will still happen, but in a Reg Neg, first the agency gets together a committee to represent the parties affected by the regulations. This committee gives feedback that can make the agency's regulation proposal better the first time around.

PSDP is exactly the kind of organization the DOT is looking for to serve on the Reg Neg committee, if the outside expert tells them the committee is likely to be helpful. So we're writing in to let them know we'd like to be part of the process.

If you'd like to help, don't write too much since we don't have regulations yet, but you're welcome to let them know PSDP represents you as a psychiatric service dog handler. This might help convince them we should be on the committee so we can be sure to have a voice as early as possible in the drafting.

We'll be providing a short sample message and simple instructions to make a show of support very easy. Stay tuned for more developments!

- Meme contest

Thanks to everyone who participated in this creative project! We're still accepting (non-contest) submissions to help us further the goal of spreading positive service dog messages through social media.

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

We've gotten the prizes from Puppapal to the winners, and now we're working to get their pictures for our site!

- Treasury Report

We discussed changes to and progress in the categories of: income, expenses, current funds, the budget, earmarked funds, and fundraising.

There's a new way for us to accept donations without the usual fees from PayPal: it's the PayPal Giving Fund. The downside is that we don't get the money (or hear about the donations) until the end of the month after the donation is made. This is a significant drawback to our ability to respond in a timely way, so we explain this and offer the traditional option on our revamped "donation station".

<http://www.psychdogpartners.org/donate>

- Articles being drafted

We're working on these as we're able to prioritize them!

- 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

We have too many other projects to release this yet. We'll get to it when we can!

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".

- Fundraising

Our new "Be the hope" page will be the focus of our convention fundraising.

- 2016 Convention

The 2016 convention will return us to Solvang, CA! April 1st-3rd we'll come together in the Legion Wing of the Veterans Memorial Building. More information and the link to register is available through our website:

<http://www.psychdogpartners.org/resources/convention/2016-convention>