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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes
4/13/16, 10:30 a.m. PT/1:30 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next regular meeting
- ACAA regulation update
- State legislative advocacy
- PSDP in the media
- Revision of emergency card
- Website
 - General
 - psych.dog
 - (Re)member Monday
 - 2015 FAQ flyer translation
- GreatNonprofits reviews
- Convention
- Doctor's note recommendation
- Treasury Report



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, May 4th at 10:30 PT/1:30 ET.

- ACAA regulation update
Last month we posted a proposal detailing a system for the ACAA update. The proposal contains a form to be required for service dog accommodation in flight and a guidance brief explaining access in airports and airplanes.

Brad wrote a guide for regulators and stakeholders that explains the reasoning behind and justification for our proposal. This "design challenges and solutions" guide is available on our ACAA proposal survey page.

<http://www.psychdogpartners.org/board-of-directors/board-activities/surveys/aca-proposal-survey>

The Reg Neg process is moving forward, and we have submitted a nomination letter so we may represent service animal users in this six-month process.

<http://www.psychdogpartners.org/wp-content/uploads/2016/04/PSDP-ACCESS-Nomination-040616.pdf>

With continued support from our community, we'll keep working to represent service dog users' interests, building consensus around our proposal and honoring the reasonable concerns of all stakeholders.

- State legislative advocacy

Elaine is continuing to consult with political affiliates to stay on top of current developments in Maine service animal laws. It seems that like Michigan recently, Maine will need some expert advice we might provide.

As our small staff of volunteers is able, we will continue to do our best to address developments in other states, such as New York and possibly Hawaii. Since it is difficult for our small group of volunteer board members to follow what goes on in every state, we encourage community members to follow what goes on in their own states so they can help alert us when bills are proposed that deal with service animals.

Sites such as govtrack.us are very useful for this, though that one is for the U.S. Congress. Each state tends to have its own official legislative assembly site where you can learn about what's happening where you live.

- PSDP in the media

We are still in the process of drafting a reply in "Dogs&Jobs" magazine to advise them about some inaccurate information in a recent issue. We would not normally seek to correct every point of misinformation in the world regarding service dogs, but they specifically requested our input.

- Revision of emergency card

We are revising our emergency card to be additionally available as a fillable pdf.

We would also like to produce a first-responder refrigerator notice, and will be developing this based on the convention's first responder discussion.

- Website

- General

We are exploring the logistics of encrypting our website (https vs. http), eventually helping us move up in search engine rankings, making it easier for people to find us.

48,789 pageviews in March, up from 41,910 pageviews in February: a 16.4% increase

- psych.dog

Now it's easier to spread the word! We've found that when we're out and about, people have trouble remembering our website address. If you don't have a flier to pass out, now you can tell them to go to psych.dog, which redirects directly to our site.

Nowadays, web addresses don't need .com or .org on the end, so we figured .dog makes sense for us. Enjoy—we hope this helps!

- (Re)member Monday

We've got a plan for our next regular social media engagement series: (Re)member Monday. Every Monday we'll post a picture of a community member, along with a blurb about a page on our site. That way, people get to see a picture of a team—which we all enjoy!—and we can spread the word about different resources on our site.

As soon as we're able to map this out, we'll get it going. Our little team wants to keep up with our followers, we're just so busy these days!

- 2015 FAQ flyer translation

We have finally and proudly completed a Spanish version of our 2015 FAQ flyer. It is posted, and we will consider the costs and rewards of completing versions in other languages in the future.

<http://www.psychdogpartners.org/wp-content/uploads/2016/03/2015-PSDP-FAQ-flyer-Español.pdf>

One of our board members was already able to hand this out to a curious young mother on the trip back from the convention!

- GreatNonprofits reviews

We want community members to help us earn a 2016 Top-Rated award from GreatNonprofits by giving us a quick review. This sort of recognition helps us reach more people and have more of an impact in people's lives, so we really appreciate the time and effort a review can take.

Since we need only six more reviews to earn the 2016 award, we'll be sending out another call for reviews when we're able, but you can get there on your own any time through the badge at the bottom of our site!

- Convention

We're working on solidifying the details, but it's looking like our 2017 convention will return us to Rock Hill, South Carolina! You can pencil in March 31st–April 3rd for the Friday to Monday slot (no scheduled activities Monday, just Friday night to Sunday night). Confirmation and details to follow—start saving so we can see you there!

- Doctor's note recommendation

We clarified the language in our "Steps to Become a Service Dog User" article, ensuring that it is more difficult for readers to think a doctor's note is required for normal public access.

<http://www.psychdogpartners.org/resources/getting-a-dog/steps-become-service-dog-user>

- Treasury Report

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

