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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes  
1/20/17, 12:30 p.m. PT/3:30 p.m. ET

### Attendees

Veronica, Elaine, Chanda, Brad, & Linden

### Agenda

- Next regular meeting
- Book under review
- Media
- Website
  - SEO report
  - Links to site
  - 2016 Community Photos
- GreatNonprofits reviews
- Fundraising
  - Giving Assistant
  - Coin Up
  - eBay listing
  - Convention sponsorships
  - Pet food company
  - Waggin' Trail Dog Walk
- Board of Advisors change
- Upcoming Board of Directors members
- List rules and moderator protocol review
- Advocacy
  - Indiana legislation
  - Submitting USAUSA findings to Canada
  - Networking with other advocates
  - Question for airlines and DOT
  - ACAA regulation update
- Housing clarification
- Revision of emergency card
- PAS & PAT updates
- 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  
Friday, February 17th at 12:30 PT/3:30 ET.
- Book under review  
An author contacted PSDP soliciting an endorsement for her forthcoming book on psychiatric service dogs. We cannot provide any endorsements, but we all read and evaluated this project and found much that was familiar in it. We provided the author with a one-sentence assessment of the book, and hope that the book helps people.
- Media

We've recently been interviewed by a Wall Street Journal columnist and an LA TV station reporter. We're considering turning our answers into a press release to aid journalists.

- Website

- SEO report

- We spent some time recently cleaning up a foreign search spamming issue and soft 404s to ensure these don't interfere with our search engine optimization.

- Links to site

- There are a lot of links from Pinterest to the memes on our site. We are considering running another meme activity to make use of people's interest.

- 2016 Community Photos

- There was a good turnout for our 2016 Community Photos solicitation. We're excited to post these and will let our community know when they're all ready.

- GreatNonprofits reviews

- As a secondary priority in early 2017, we will be soliciting more GreatNonprofits reviews so our community can help us earn this year's badge.

- Fundraising

- Giving Assistant

- This site has the potential to send some micro-donations our way, so we will probably sign up so our community members' donations get to us.

- Coin Up

- We're still looking into this micro-donation method.

- eBay listing

- There is at least one eBay listing where the seller is set up to donate some of the proceeds to PSDP. We encourage other sellers to follow suit!

- Convention sponsorships

- We have three sponsors so far for our 2017 convention: Courteous Canine, Earth Fare, and NAMI—Piedmont Tri-County. We are looking into other convention sponsors to help us create an amazing experience and shore up our ability to provide scholarships in the future.

- Pet food company

- A pet food company contacted us about sponsoring PSDP. We are considering whether and how this might make sense, as PSDP does not endorse products. As with convention sponsors, though we can display a company's logo with a link to their main page, without running afoul of the unrelated business income tax.

- Waggin' Trail Dog Walk

- On April 29th, we plan to participate in a local event to help spread the word about and raise fund for PSDP.

- Board of Advisors change

- Justin Mikel is no longer an advisor to the Board of Directors. We value and are thankful for her work.

- We plan to have her entry initiate a section on the Board of Directors page for valued past advisors/leadership.

- We will invite new advisors for the coming term.

- Upcoming Board of Directors members

- The annual election of board members takes place in February. This includes board members certifying their familiarity with certain clauses of PSDP's bylaws.

- List rules and moderator protocol review

- PSDP leadership is holding its semi-annual review of the list rules and moderator protocols.

- Advocacy

-Indiana legislation

Indiana has some legislation in the works that would limit its increased benefits to users of service dogs that have been specially certified by vets as healthy (for service dog work, presumably). We plan to inquire as to the nature and justification for this proposed increased burden, since it would be more than a normal vet visit, and it's unclear what would be in the vets' "certification" form.

-Submitting USAUSA findings to Canada

An agent of the Canadian Transportation Agency suggested we publish the USAUSA reports for the Canadian regulation development. We plan to oblige.

-Networking with other advocates

Other advocates contact us from time to time. We will continue to cultivate relationships with them, apportioning contact returns within board members' areas of expertise, as appropriate.

-Question for airlines and DOT

A community member asked an insightful question about the use of airline cabins' overhead luggage space for service dog users who buy the new "lowest class" tickets. These tickets do not (normally) allow a passenger to use the overhead bin space, yet the person would have the under-seat footspace for carryon luggage in non-bulkhead seats. The question is whether the overhead prohibition for this ticket would apply to a service dog user whose dog occupies the footspace, since the dog is a disability-mitigation device; would that person be entitled to overhead luggage space in lieu of the footspace the dog occupies?

We plan to ask our DOT contacts how they would enforce in such a situation. We may then also query some of our airline contacts.

-ACAA regulation update

Brad and Jenine Stanley had a conference call with DOT's Blane Workie and Maegan Johnson on January 10th. Brad and Jenine overviewed the "United Service Animal Users, Supporters, and Advocates" (USAUSA) report and burdens survey report, answering DOT's questions. It seems that these materials should prove useful to DOT. Everyone who signed onto the initial report has been informed of the posting of both reports.

The timing of the incoming administration means that this rulemaking is not happening right away. Unless DOT contacts us or something prompts us earlier, we plan to consult with DOT again in a few months.

•Housing clarification

The interplay of laws affecting housing situations is complicated. We recently updated our single FAQ answer on the topic to reveal more of this situation, and we are working toward putting out an article to help housing providers and seekers better understand the rules in play.

•Revision of emergency card

We are revising our emergency card to be additionally available as a fillable pdf. A draft is in progress based on board input.

We are also drafting a first-responder refrigerator notice, and will be doing so based on the 2016 convention's first responder discussion.

•PAS & PAT updates

We are updating the PSDP public access test (PAT) and public access standard (PAS). There will be multiple minor changes and at least one that is more significant.

Pain-based training/control devices will not be allowed on the PAT; there will be a disability-based exception only for non-pain-based training devices, as approved by the tester. We are still working on updates to the PAS.

•Treasury Report

The treasury report includes changes to and progress in the categories of: income, expenses, current funds, the budget, earmarked funds, and fundraising.