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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes  
8/4/17, 12:30 p.m. PT/3:30 p.m. ET

### Attendees

Veronica, Elaine, Chanda, Brad, & Heather

### Agenda

- Next regular meeting
- List future
- Media
- Website
  - Domain name registration update
  - Secure website
  - Links to site
  - #PSDPrompt
  - 2017 & 2018 Conventions
  - Ask an Expert
- Fundraising
  - Convention sponsorships
  - Corporate sponsorship
  - Pup'parel
  - Auction
  - Donation conduits
- Advocacy
  - US state advocacy
  - Canada advisory panel draft
  - Question for airlines and DOT
  - Community member advocacy
  - USAUSA
  - Healthcare
- Alignable
- Housing clarification
- Revision of emergency card
- 2015 FAQ flyer translation
- Priorities survey
- 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, September 1st at 12:30 PT/3:30 ET.

- List future  
We recently encountered a point at which the list becomes temporarily inoperable due to email volume. We conducted a "Summer cleaning", where we have a period in which list members replied to stay on the list. This process allows us to eliminate abandoned email addresses and keep the list running.

We also developed a guideline about trying to reply to multiple people in the same thread through a

single email, rather than in individual emails.

- Media

Veronica still plans to submit herself as a TED talk candidate.

We have a new Youtube channel with a video called "Out to lunch with service dog teams":

<https://youtu.be/gbJpgn5vEHg>

- Website

- Domain name registration update

psychdogpartners.org, psychdogpartners.com, psych.dog

The first two are now transferred to PSDP control; a community friend had them in another account from our site's inception. This recently caused site downtime. We should be able to avoid this issue in the future.

- Secure website

We worked on the various aspects of making our website "https" instead of "http". We don't process financial information, but this update will help our SEO (search engine optimization). In turn, that helps people find us when they search online.

Users don't have to change anything when sending out links unless they want to, since any http PSDP address will automatically redirect to the https equivalent.

- Links to site

There are a lot of links from Pinterest to the memes on our site. We are thinking of running another meme activity to make use of people's interest, but this may be enveloped.

- #PSDPrompt

We are considering a monthly (if the first one goes well) social media prompt. Stories, poems, pictures, videos, drawings, music, memes, animations, essays, tragedy, comedy—whatever makes your soul sing. All around a theme. This would be to provide an outlet for self-expression, open a conversation with online communities, and create works of love to inspire, entertain, and educate.

Make, tag, share!

- 2017 & 2018 Conventions

We created a page for our 2018 convention:

<http://www.psychdogpartners.org/resources/convention/2018-convention>

We have also now posted pictures and video from our 2017 convention:

<https://www.psychdogpartners.org/resources/convention/2017-convention/pictures-video>

- Ask an Expert

We have a couple of "Ask an Expert" entries in the works.

- Fundraising

- Convention sponsorships

We had six sponsors for our 2017 convention: Banfield Pet Hospital of Rhonert Park, Courteous Canine, Earth Fare, Margie Cantwell, NAMI—Piedmont Tri-County, and VCA Sequoia Valley Animal Hospital. We continue to look into 2018 convention sponsors to help us create an amazing experience and shore up our ability to provide scholarships in the future.

- Corporate sponsorship

We plan to implement a tier-based sponsorship program to facilitate expansion through corporate sponsors.

- Pup'parel

Our logo wear is available through Pup'parel, which graciously chooses to donate to PSDP. We are reaffirming that we do not have a "commercial co-venturer" relationship with Pup'parel.

We are still looking into whether Pup'parel can offer PSDP keychains with our logo and "PSDP".

-Auction

A PSDP friend is posting an item at a high-end auction to help raise money for PSDP.

-Donation conduits

Network for Good (through Facebook) and Giving Assistant have recently opened up more avenues for prospective donors to send contributions our way, and we are very grateful to our new donors. We are also happy that donors continue to take advantage of the fee-free PayPal Giving Fund, which send 100% of donor funds our way.

•Advocacy

-US state advocacy

We plan to investigate some states' service dog legislation, as we are able. We have been a little too busy lately to take on every piece of legislation popping up, but we are doing our best to prioritize. We have recently prioritized Canadian advocacy actions at the national level.

We are taking a look at Illinois legislative activity.

-Canada advisory panel draft

A formally convened stakeholder advisory panel has drafted an extraordinarily detailed document put forward for public comment through July 14th (extended deadline). This document is intended to establish a nationwide standard for service animal use, and while not having the force of law itself, such official standards are often the basis of provincial or national laws in Canada.

This draft is worrisome due to its invasive overreach. It looks as if the panel went in with good intentions, but lost sight of the bigger picture and exploded a simpler matter into what reads like a service dog program's operator's manual. This paternalistic approach—especially if enshrined in law—has the foreseeable and severe consequence of disenfranchising a large number of (prospective) service dog users. In particular, this would most harm owner-trainers. Even the most responsible among them would have a difficult time conforming to the program-based standards.

We are happy to have made this an advocacy priority, in association with Jenine Stanley through our United Service Animal Users, Supporters, and Advocates coalition. We drafted and approved a comment and obtained sign-ons from 14 other organizations. The deadline has passed, and we appreciate the supportive comments sent in from individuals in our community.

Where one could comment to the CGSB:

<http://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/programme-program/normes-standards/notification/comment-secret-eng.html>

USAUSA's letter:

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/ca-natl-standard>

The proposed CGSB standard:

<http://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/programme-program/normes-standards/notification/chienservice-dogteams-eng.html>

-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.

-Community member advocacy

We are planning a new page to celebrate and inspire community members' advocacy.

-USAUSA

We plan to consolidate information relating to United Service Animal Users, Supporters, and Advocates on our website.

-Healthcare

We oppose efforts to cut healthcare that helps integrate people with disabilities in their communities. We are using social media to act against the proposed cuts to (payments for) medical care for people with disabilities.

•Alignable

We plan to create a profile on "Alignable" as another venue through which to receive referrals. This arose at the invitation of a local dog trainer.

We plan to create a LinkedIn profile for PSDP.

We updated our Contact Us page to emphasize that PSDP is not limited to local activity in Rock Hill, South Carolina. Instead, PSDP operates internationally.

<https://www.psychdogpartners.org/contact-us>

•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 and is being revised.

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

•2015 FAQ flyer translation

We are working on creating a French version of our flyer. We have a Spanish version.

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

•Priorities survey

Next month it's time for our annual priorities survey to get community feedback on how our stakeholders would like us to proceed. Our surveys are posted under Board Activities:

<https://www.psychdogpartners.org/board-of-directors/board-activities/surveys>

•Treasury Report

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

PSDP's tax form 990-N for the 2016–17 fiscal year is now online:

<https://www.psychdogpartners.org/donate/investing-in-psdp>