



Veronica Morris, PhD

Elaine Malkin

BOARD OF DIRECTORS

Chanda Hagen

Bradley W. Morris, MA, CPhil

1651 SANDPIPER DRIVE
ROCK HILL SC 29732
USA
(805) 876-4256
info@psych.dog
www.psychdogpartners.org

PSDP Board of Directors Minutes
9/29/17, 12:30 p.m. PT/3:30 p.m. ET

Attendees

Veronica, Chanda, Heather, Linden, & Brad

Agenda

- Next regular meeting
- Priorities survey
- Leadership feedback
- Expert witness opportunity
- Outreach opportunities
- Protocol for media response
- List future
- Media
- Website
 - Logo
 - Printability
 - Accessibility
 - Expandable text
 - #PSDPrompt
 - 2018 Convention
 - Ask an Expert
- Fundraising
 - Convention sponsorships
 - Corporate sponsorship
 - Pup'parel
 - Donation conduits
- Advocacy
 - US state advocacy
 - Canada advisory panel draft
 - Question for airlines and DOT
 - Community member advocacy
- Social media
- Housing clarification
- Revision of emergency card
- 2015 FAQ flyer translation
- Disaster relief
- 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, October 27th at 12:00 PT/3:00 ET (normally 12:30 PT/3:30 ET).
- Priorities survey
This month we conducted 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>

Community members had approximately two weeks to take the survey. We discussed how we can use the results to focus our efforts on what matters to the community, as well as how to meet the needs of the diverse personalities within our community.

- Leadership feedback

This month we will conducted our regular, internal leadership feedback evaluation. We recognized successes and shared opportunities for improvement within our procedures, programs, and relationships.

- Expert witness opportunity

An attorney recently contacted Veronica about an expert witness opportunity. We have reviewed case filings and have agreed to proceed, if needed.

- Outreach opportunities

Last night, Brad and Veronica attended an invitation-only community mental health forum, for local leaders associated with mental healthcare. They were able to get PSDP's name out in a positive way.

Caring Connections conference presentation, October 5th.

Accessibility Fair at Winthrop University, October 19th.

Run for veterans and first responders, Winthrop University, March 9th.

- Protocol for media response

If it is:

- a significant event involving a major company,
- gets national-level coverage, or
- clearly involves a current advocacy issue,

it can be worth doing something about it if we have the ability at the time. This will be our *loose* protocol for actively getting involved with an issue in the media.

Apart from this protocol, we are passively receptive to being interviewed, etc., subject to board approval.

- List future

Yahoo email addresses (and some others) have odd security protocols that are incompatible with the new list. We are still working out the kinks with some such addresses.

- Media

Our video production person recently attend a webinar on nonpro fit storytelling videos. He outlined the format for a series of short videos.

- Website

-Logo

Brad created a vector version of our logo, which was made for use years ago as a raster version. This means that the new version can be made any size without pixelation, so the edges will remain smooth.

-Printability

We had an inquiry about making certain FAQ information printable (a PDF). We will consider this going forward, but are not able to prioritize this personalization at present.

-Accessibility

Our webmaster recently attended a webinar on website accessibility. He took notes and plans to implement as many action items on our site as he can. Some of this may involve help from the community.

-Expandable text

Now that we have consulted with an accessibility expert, we have implemented some expandable text on our site to reduce the otherwise overwhelming appearance of some Q & A entries. We will look into renovating some of our FAQ pages with expandable text, as we are able, since it takes some significant

coding time.

-#PSDPrompt

We are facilitating service-dog-related art therapy through social media. Each month, we will post a theme and encourage community members to get creative, have fun, and share their creations.

This purpose is to provide an outlet for self-expression, open a conversation with online communities, and create works of love to inspire, entertain, and educate.

<https://www.psychdogpartners.org/can-help/psdprompt>

There were a few inspiring creations this first month, and we're hoping to see more in October. The theme will be: How can a service dog make you laugh?

-2018 Convention

We have paid for the 2018 convention space in advance. Registration will open in October!

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

-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

Pup'parel produced a prototype PSDP keychain for us, which we expect to be available for sale any day now! Even more PSDP products may be in the pipeline.

-Donation conduits

We continue to encourage habitual use of AmazonSmile, Goodshop, etc. when doing any online shopping, because such little efforts really add up for PSDP. Everyone should keep these in mind for the upcoming holiday shopping.

We have been approved to raise funds on Facebook. We were already receiving funds on Facebook through Network for Good (associated with GuideStar), but Facebook offers better rates and tools if we go through them.

The excellent news about Facebook fundraising is twofold. (1) Anyone can put a PSDP donate button on any of their posts. (2) Anyone can start a fundraiser for PSDP. Easy instructions for adding the donate button to a post are in the last answer on the new #PSDPrompt page:

<https://www.psychdogpartners.org/can-help/psdprompt>

We will consider how best to reference Facebook fundraising in the "You Can Help!" section of our site. In the meantime, Facebook walks one through creating a fundraiser on the following page:

<https://www.facebook.com/fundraisers/PsychiatricServiceDogPartners>

-Giving Tuesday

The Tuesday after Thanksgiving is known as "Giving Tuesday", and is a major day for donations. We discussed developing a plan to encourage donations around this time.

•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

We plan to reach out through our USAUSA coalition to a Canadian group that seems to be inspired by one of our coalition leads' actions. This Canadian coalition, known as either Hands Off Our Harnesses or Canadian Coalition of Guide and Service Dog Handlers (CCGSDHandlers), is also quite opposed to the proposed Canadian standard.

-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 have asked our DOT contacts how they would enforce in such a situation. In our request for a quotable, authoritative answer, we asked several questions related to such "Basic Economy" fares as American Airlines offers. DOT is currently formulating a response.

After hearing from DOT, we may then also query some of our airline contacts. We are going to remind our DOT contacts about our refined request, since they responded with an airline's reply, but haven't definitively provided their own.

•Social media

We are getting our name out there through "Alignable". We created a PSDP profile on LinkedIn.

<https://www.linkedin.com/company/16117318/>

•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.

Recent work on the Caring Connections conference presentation will hopefully help move this longstanding project forward.

•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>

•Disaster relief

National disaster victims need supplies and other assistance. PSDP had a surplus of bottled water, so we are donating this water and more to the relief effort. We strongly encourage others in our community to help as they're able to (through reputable conduits).

•Treasury Report

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