



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
9/1/17, 12:30 p.m. PT/3:30 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next regular meeting
- Leadership feedback
- List future
- Media
- Website
 - Accessibility
 - Expandable text
 - #PSDPrompt
 - 2018 Convention
 - Ask an Expert
- Fundraising
 - Convention sponsorships
 - Corporate sponsorship
 - Pup'parel
 - Donation conduits
- Advocacy
 - Incidental advocacy
 - US state advocacy
 - Canada advisory panel draft
 - Question for airlines and DOT
 - Community member advocacy
 - USAUSA
- Social media
- Housing clarification
- Revision of emergency card
- 2015 FAQ flyer translation
- Disaster relief
- Treasury Report
- Priorities survey



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 29th at 12:30 PT/3:30 ET.
- Leadership feedback
This month we will conduct our regular, internal leadership feedback evaluation.
- List future
We migrated the listserv from Google to Dreamhost. This should eliminate the volume-based throttling the list was experiencing.

Yahoo email addresses (and some others) have odd security protocols that are incompatible with the new list.

- Media

Our new Youtube channel has a single video called "Out to lunch with service dog teams". It has 207 views and 10 likes, and our channel has 36 subscribers.

<https://youtu.be/gbJpgn5vEHg>

- Website

- 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 (if the first one goes well), 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>

- 2018 Convention

We have paid for the 2018 convention space in advance. We may be opening registration next month!

<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

Our logo wear is available through Pup'parel, which graciously chooses to donate to PSDP. With our Treasurer's assistance, Pup'parel has now updated their website so it is even more clear now that they do not fit the definition of a "commercial co-venturer". This saves us and Pup'parel from legal responsibilities designed to affect relationships between much larger nonprofits and for-profit businesses.

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

- Donation conduits

We received our largest donation yet through AmazonSmile, thanks in part to Amazon Prime Day last quarter. Going to smile.amazon.com is the same Amazon and same prices, but Amazon donates some

of the purchase price to one's selected charity. We continue to encourage habitual use of AmazonSmile, Goodshop, etc. when doing any online shopping, because such little efforts really add up for PSDP.

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>

•Advocacy

-Incidental advocacy

Brad and Veronica recently attend their state's NAMI conference. The topic of service dogs was broached during a presentation, so they took advantage of the opportunity during Q & A to mention their PSDP involvement and that they would be available afterward for anyone who wanted guidance. Several people took them up of this, and they were able to distribute PSDP business cards and flyers.

This sort of interaction was more focused at a meeting of the National Alliance on Mental Illness, but it illustrates that opportunities to advocate and educate may present themselves in various settings. To help validate our slogan of "Dogs Saving Lives", we hope our community members will join our board members in spreading the word whenever possible. You may end up saving someone's life by putting them in touch with the resources they need, either directly or through a loved one.

-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.

-Community member advocacy

We created a new page to celebrate and inspire community members—especially those that are doing good things for the community. Our first "Community Member Spotlight" shines on Patti Heath, with an interview about her work in Arkansas.

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

-USAUSA

We created an internet home on our website for the coalition dubbed "United Service Animal Users, Supporters, and Advocates". This section explains what USAUSA is and is not, as well as details the group's origins.

<https://www.psychdogpartners.org/usausa>

•Social media

We created a profile on "Alignable" as another venue through which to receive referrals. We are also creating a PSDP profile on LinkedIn.

•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>

•Disaster relief

Hurricane Harvey victims need supplies and other assistance. PSDP has a surplus of bottled water, so we are going to donate 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.

•Priorities survey

This 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>

The survey page is under construction. Once published, community members will have approximately two weeks to take the survey.