



Veronica Morris, PhD

Elaine Malkin

BOARD OF DIRECTORS  
Chanda Hagen

Linden Gue

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  
11/17/17, 12:00 p.m. PT/3:00 p.m. ET

### Attendees

Veronica, Elaine, Chanda, Heather, Linden, Brad, Rob, & Kathy

### Agenda

- Next regular meeting
- New personnel
- Phone calls
- Outreach opportunities
- List future
- "My service dog" videos
- Website
  - Easy advocacy how-to
  - Logo
  - Accessibility
  - Expandable text
  - Laws FAQ
  - 2018 Convention
  - Ask an Expert
  - Pictures
- Fundraising
  - Convention sponsorships
  - Corporate sponsorship
  - Pup'parel
  - Donation conduits
- Advocacy
  - Canada advisory panel draft
  - Question for airlines and DOT
- #PSDPrompt
- Housing clarification
- Revision of emergency card
- 2015 FAQ flyer translation
- Disaster relief
- Treasury Report
- Action item timeframes



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.

*This is a semi-open board meeting with non-board PSDP leaders and advisors invited.*

- Next regular meeting  
Friday, December 15th at noon PT/3:00 ET.

- New personnel  
We are proud to announce three newly positioned PSDP leaders. We opened up a slot on the Board of Directors, which is now filled by Linden Gue. Linden served for over a year as an Assistant to the Board,

and now will be an official Member of the board. This renewable position extends to the usual internal board election time of February.

We also warmly welcome Peer Guidance Group members Aubrey and Avery as Assistant Moderators. These new, renewable positions will extend roughly to the end of PSDP's fiscal year in June.

- Phone calls

We are spreading out PSDP phone calls more among leaders, so it's not just Veronica trying to handle all of them. We are conducting training sessions to have more trained phone helpers.

- Outreach opportunities

On October 5th, Brad and Veronica gave a well-received Caring Connections conference presentation to healthcare workers, such as nurses and social workers. They created presentation slides that will be useful in a healthcare part of the section of our site geared toward professionals. This is the (google doc) slides' redirect URL that is easy to remember, though the presentation is also on our site in PDF:

[tinyurl.com/PSDPslides](http://tinyurl.com/PSDPslides)

Audience feedback came in from this presentation, which is now posted in three places on our website. We received an invitation to return next year.

<https://www.psychdogpartners.org/wp-content/uploads/2017/11/Evaluations-for-The-Rising-Role-100517.pdf>

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

- 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.

It seems like AOL addresses are also now having this problem, so we are dealing with them the same way. The new protocol is working out okay.

- "My service dog" videos

Brad edited footage from the 2017 convention to create a series of four videos. Each video features three different community members. They say what their service dogs and PSDP mean to them.

We're very happy to highlight our community members and their relationships with their dogs and PSDP. We have started releasing these videos in November, with the final one scheduled to arrive in time for "Giving Tuesday".

In addition to social media releases, the videos are being posted in our Personal Impact section under the "You Can Help!" heading.

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

- Website

- Easy advocacy how-to

We're back to working on our micro-advocacy development, making it easier for everyone to help out. This project is now more general, designed with step-by-step instructions for a menu of expandable options. We hope this will make it easy for community members to find their advocacy niche.

Linden and Brad have been making steady progress on this long-term project.

- 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. We remain in the process of updating with this new version all the places our logo lives.

- 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 are now renovating some of our FAQ pages with expandable text, as we are able, since it takes some significant coding time.

The Laws FAQ has been renovated:

<https://www.psychdogpartners.org/resources/frequently-asked-questions/laws>

#### -Laws FAQ

Brad is drafting an entry for the Laws FAQ on religious entities, private clubs, and the ADA, since the ADA service dog regulations generally don't apply to places operated by religious entities.

#### -2018 Convention

Registration opened in October, and we have started with our marketing/info packet releases today. There are 20 weeks until the convention.

We received a few registrations right away and are looking forward to more people getting theirs in before it fills up or the 2017 discount expires.

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

#### -Ask an Expert

We have a couple of "Ask an Expert" entries in the works. We will be soliciting questions from the list to then curate and pass along to the experts in particular fields.

#### -Pictures

We are working toward building a library of quality PSDP photos for future use. This library would include pictures of teams in specific situations or locations, rather than generic pictures. For instance, we might request that folks send in team pictures from their dog training class or their doctor's office. We might also request a staged photo, such as of a service dog working on a computer or "driving" a car.

We will ask submitters to include a text description of the photo. This way, it will be easier for us to make our online pictures accessible to people who are blind (or low-vision) and use screenreaders to know what's going on.

We are now working on refining our initially brainstormed list of ideas.

#### •Fundraising

##### -Corporate sponsorship

We plan to implement a tier-based sponsorship program to facilitate expansion through corporate sponsors. We have divided this plan, plus the convention sponsorship plan, into smaller tasks to make it all easier to execute.

##### -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.

We drafted and approved a convention scholarship application, which we will advertise if we obtain sufficient funds/resources to issue scholarships. Brad and Linden are taking steps toward getting sponsorships, as is Deanna.

##### -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 are in the pipeline.

##### -Donation conduits

We are soliciting donations through Facebook posts now, especially for Giving Tuesday. This is expanding our fundraising reach.

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. For the last quarter, AmazonSmile just sent us \$58 from community members' purchases!

More excellent news about Facebook fundraising: (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 are executing a plan to encourage donations around this time. This plan includes our recently crafted "My service dog" videos.

<https://www.psychdogpartners.org/donate/giving-tuesday>

#### •Advocacy

##### -Canada advisory panel draft

Through our USAUSA coalition, we are now in contact with 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.

Brad and Jenine are on the coalition's listserv, and are working to reduce stigma and build bridges within the service dog community. In some senses, they still have a way to go.

##### -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 complaints 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 solicited answers from American Airlines, but we are currently pushing them for their own definitive response that we could expect to govern their (DOT's) enforcement.

After hearing from DOT, we may then also query some of our airline contacts. We would be in a position to inform them in a friendly and structured way, rather than leaving the enterprise wide open.

After recent contact, we are expecting something from DOT both on the "Basic Economy" questions and regarding a possible NPRM about updating the service animal definition.

#### •#PSDPrompt

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

The 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>

October's theme was updated, as was the plan for subsequent themes. We're hoping they will engage people more.

#### •Housing clarification

The interplay of laws affecting housing situations is complicated. We 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 making progress toward 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>

- Treasury Report

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

- Action item timeframes

We are attempting to assign timeframes to our action items to help ourselves keep progressing on good ideas.

