



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
12/29/17, 12:00 p.m. PT/3:00 p.m. ET

Attendees

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

Agenda

- Next regular meeting
- Outreach opportunities
- "My service dog" videos
- Video series: Religious entities and service dogs
- 2018 Convention
- Website
 - Performance/loading issues
 - Easy advocacy how-to
 - Logo
 - Accessibility
 - Expandable text
 - Laws FAQ
 - Ask an Expert
 - Pictures
- Fundraising
 - PSDP sponsorship
 - Pup'parel
 - Donation conduits
- Advocacy
 - Video: Service Dog Community Unity
 - Question for airlines and DOT
- #PSDPrompt or #SDogArt
- Housing clarification
- Revision of emergency card
- 2015 FAQ flyer translation
- Community Spotlight addition
- 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.

- Next regular meeting
Friday, January 26th at noon PT/3:00 ET.
- Outreach opportunities
Run for veterans and first responders, Winthrop University, March 9th.
- "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 released these videos in November, with the final one arriving in time for "Giving Tuesday".

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

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

- Video series: Religious entities and service dogs

We are considering, long-term, producing one or more interview-based videos on religious entities and service dogs. These would be shot with the cooperation of mosques, churches, synagogues, etc.

- 2018 Convention

The 20% registration expires at the end of 2017, and we're getting a last-minute rush of registrants. There are 14 weeks until the convention.

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

We plan to open our scholarship application in January, and we hope to have enough sponsors to meet the community's needs.

- Website

- Performance/loading issues

Our site recently experienced a problem where anyone trying to go to our site through a non-secure address ("http", vs. "https") would get a message that there was no site at that address. Normally, it is supposed to automatically redirect a person to the secure address, and no one would know the difference.

After executing all the troubleshooting protocols available for many hours, we contacted our website host to resolve the problem. It is not at all clear what the problem was, but there was nothing we could have done to fix it from our end. The host was able to get things working again within minutes.

Our site has also been having a more minor problem since we've switched to a virtual private server (VPS). While the VPS loads our site faster for our visitors, our extensive traffic outpaces our allocated memory. This regularly forces the server to restart, which can make our site unavailable for up to a few minutes.

We will see whether we have enough donations to increase our site's capacity and better serve our visitors.

- 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, taking breaks for the holidays and other projects, as needed.

- 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 finished the process of updating with this new version all the places our logo lives (many only accept raster filetypes, though).

- 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.

Part of this effort is now asking for picture descriptions with outside submissions. This has had mixed results, but is at least somewhat timesaving.

- 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. The remaining

FAQ pages, excluding "Ask an Attorney", have been renovated:

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

So has the donation page:

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

We may similarly renovate our "More ways to help" page in the future.

-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.

-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.

We are also trying to get community members to send in their pictures for our 2017 Community Photos page, so the other photo library idea is on hold until the new year.

•Fundraising

-PSDP sponsorship

We have now implemented a shiny new set of sponsorship programs. The PSDP sponsorship program provides a way for corporations, individuals, or groups to help PSDP in a big way while getting a public image boost through a breadth of benefits. The convention sponsorship program is centered around making the convention happen, and the sponsorship benefits are keyed into convention activities and products.

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

-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

A community member ran a Facebook fundraiser for his birthday, raising \$180 for PSDP in a short time. This is a great idea!

Easy instructions for adding the donate button to a Facebook 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

-Video: Service Dog Community Unity

Brad filmed an interview video with Jenine Stanley while in Ohio. It is currently in post-production.

-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 our most recent exchange with DOT, we are still awaiting word both on the "Basic Economy" questions and regarding a possible NPRM about updating the service animal definition.

•#PSDPrompt or #SDogArt

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>

December is a difficult month to engage people! We're keeping it going and hoping we'll build some momentum.

We will rebrand the initiative as #ServiceDogArt for the new year. This is more transparent, so it should work better.

•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, and expect more after the holidays. We have a Spanish version.

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

•Community Spotlight addition

We are working on another entry in our fairly new Community Spotlight section.

•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. This has helped a little.

