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PSDP Board of Directors Minutes  
1/26/18, 12:00 p.m. PT/3:00 p.m. ET

### Attendees

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

### Agenda

- Next regular meeting
- Book
- Outreach opportunities
- 2018 Convention
- Website
  - Stats
  - Performance/loading issues
  - GreatNonprofits badge
  - Easy advocacy how-to
  - Laws FAQ
  - Ask an Expert
  - Pictures
- Fundraising
  - PSDP sponsorship
  - Pup'parel
  - Donation conduits
- Advocacy
  - Video: Service Dog Community Unity
  - Delta planned policies
  - Question for airlines and DOT
- #ServiceDogArt
- 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, February 23rd at noon PT/3:00 ET.
- Book  
One of our contacts reached out to a board member to co-author a book.
- Outreach opportunities  
Run for veterans and first responders, Winthrop University, March 9th.
- 2018 Convention  
The 20%-off registration expired at the end of 2017. and we're getting a last-minute rush of registrants.

There are 10 weeks until the convention.

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

Our scholarship application will close at the end of January, and we hope to have enough sponsors to meet the community's needs.

#### •Website

##### -Stats

We recently expanded our analytics reach to include all versions of our website, which Google treats as different entities. There are six, with variations in http vs. https, www vs. no www, and domain names.

Now we have a broader and more complete view of our site traffic and are please we have even more visitors now than we previously knew.

##### -Performance/loading issues

Our site was having a minor problem since we switched to a virtual private server (VPS). While the VPS loads our site faster for our visitors, our extensive traffic outpaced our allocated memory. This regularly forced the server to restart, which can make our site unavailable for up to a few minutes.

We are now paying more for a larger site capacity and are better serving our visitors.

##### -GreatNonprofits badge

We will be soliciting reviews on GreatNonprofits (positive review, hopefully) that will help us earn our 2018 GreatNonprofits badge.

##### -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 other projects as needed.

##### -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 started 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 in the process of curating pictures for our 2017 Community Photos page, so the other photo library idea is on hold until this is complete.

#### •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>

-Donation conduits

Another community member is running a birthday Facebook fundraiser for PSDP—this is turning out to be a convenient opportunity for people to easily fundraise for a cause they believe in.

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 (someone can also just click the "Create a Fundraiser" link from PSDP's page to start the simple process):

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

#### •Advocacy

-Video: Service Dog Community Unity

Brad filmed an interview video with Jenine Stanley while in Ohio. The video is at the end of post-production and release is planned soon. The secondary title, and the title for YouTube, will be "What a guide dog user has learned about other service dogs".

-Delta planned policies

Delta has new service animal policies, to be put in effect on March 1, 2018. These policies violate at least one ACAA regulation and human rights concerns, so we are striving to help Delta adjust their policies.

We have been contacted by CNN International, the Wall Street Journal, and the Atlanta Journal-Constitution about this. Our press release has received much attention on social media, and is the fulcrum for gathering USAUSA support from other organizations over this issue.

<https://www.psychdogpartners.org/press-releases/delta-planned-service-animal-policy-leaves-room-improvement>

-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 still 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 on the "Basic Economy" questions. We have official word that an NPRM is planned about updating the service animal definition. This is scheduled to come out for public comment in July 2018.

#### •#ServiceDogArt

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>

We're keeping it going and hoping we'll build more momentum.

We have rebranded 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.

Veronica & Elaine: Meet to produce a first-responder refrigerator notice.

- 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>

- Community Spotlight addition

We are working on another entry in our fairly new Community Spotlight section. We have an email-based interview in the works.

- 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.

