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PSDP Board of Directors Minutes
3/16/18, 12:00 p.m. PT/3:00 p.m. ET

Attendees

Veronica, Elaine, Heather, & Brad

Agenda

- Board member election
- Next regular meeting
- Outreach opportunities
- 2018 Convention
- Website
 - GreatNonprofits badge
 - Easy advocacy how-to
 - Laws FAQ
 - Ask an Expert
 - Pictures
- Fundraising
 - PSDP sponsorship
 - Donation conduits
- Advocacy
 - Video: Service Dog Community Unity
 - Delta and United 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.

- Board member election
 - This has been postponed until the next meeting.
- Next regular meeting
 - Friday, April 13th at noon PT/3:00 ET.
- Outreach opportunities
 - On March 10th, Veronica and Brad hosted a display at a "Hero Run". The run was to raise support for veterans and first responders and was located on the campus of Winthrop University.
- 2018 Convention
 - Registration ended on March 2nd and there are 3 weeks until the convention.

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

Thanks to can-do donors, we were able to offer scholarships to seven individuals! We have about that same number of sponsors at the bronze level this year.

- Website

- GreatNonprofits badge

- We are still soliciting reviews on GreatNonprofits that will help us earn our 2018 GreatNonprofits badge. We need eight more new, positive reviewers.

- 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. It is nearing completion.

- Laws FAQ

- Brad is still 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 still 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>

We are now looking toward sponsors for our 2019 convention.

- Donation conduits

- Community members are really stepping up for PSDP on Facebook by running birthday fundraisers! 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 #ServiceDogArt 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

Basic advocacy video released:

<https://youtu.be/sNbGOjEpbBM>

-Video: Service Dog Community Unity

Brad filmed an interview video with Jenine Stanley while in Ohio. The video is now posted. The secondary title, and the title for YouTube, is "What a guide dog user has learned about other service dogs".

<https://youtu.be/3B8NKkIDPOI>

-Delta and United policies

Delta and United have new service animal policies, in effect on March 1, 2018. These policies further violate human rights concerns. We tried warning Delta and United representatives when they contacted us for advice, but they have only made the problem worse.

We have been contacted by CNN International, the Wall Street Journal, and the Atlanta Journal-Constitution about this. Our initial 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>

Since then, we have issued another press release (including an article by Brad), published a separate article by Brad on the basic problem (also to be published in "The Mighty"), and released a video skit about the basic problem. These have generated significant interest on social media.

<https://www.psychdogpartners.org/press-releases/delta-enhancements-immoral>

<https://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/pr-nightmare-airlines-choose>

<https://youtu.be/3nx3ZdMwqwc>

-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. There was more engagement in February.

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.

When we are able to attend to it, work on the Caring Connections conference presentation should 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 (multiple ill-timed blizzards have gotten in the way). 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.

