



Veronica Morris, PhD

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BOARD OF DIRECTORS
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Board of Directors *Meeting Minutes*

January 17, 2020

Attendees: Veronica, Brad, Elaine, Linden, and Christi

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.

Agenda

- Next regular meeting
- Leadership
- Fundraising
 - Convention sponsorship, etc.
 - Fundraisers
- Website and social media
 - Ask an expert
 - Pictures and videos
 - Healthcare sample letters
- Advocacy/outreach
 - HUD letter to FTC
 - SD meetup database and funding
 - Reaching out across the pond
 - Interviews
 - AKC "Service Dog Pass"
- Revision of emergency card
- Convention
- Treasury report

• **Next regular meeting**

Friday, February 21st at noon PT/3:00 ET.

• **Leadership**

We've welcomed Christi as an Assistant to the Board.

<https://www.psychdogpartners.org/board-of-directors/board-members>

• **Fundraising**

- **Convention sponsorship, etc.**

We have two gold sponsors and one bronze. Social media thanks are forthcoming.

We have sent some sponsorship requests out to local businesses, asking for goodie bag swag and/or funding depending on the business. We have more requests to compose and send.

<https://www.psychdogpartners.org/resources/convention/2020-convention>

We have three Apollo sponsors.

<https://www.psychdogpartners.org/resources/convention/2020-convention/sponsor-apollo>

Our donated JetBlue certificates (for 2020 travel) had more restrictions this year than in the past, so not as many prospective scholarship recipients are able to use them as we had hoped. We discussed ways PSDP might use the certificates or liquidate these certificates to help fund 2021 scholarships.

- **Fundraisers**

To date, our Facebook fundraiser for our advocacy trip has raised \$794/\$1,300. We are very grateful for our community's continued support!

<https://www.facebook.com/donate/1656090864528377/>

• **Website and social media**

- **Ask an expert**

We are checked in with an expert and plan to initiate the Q&A soon.

- **Pictures and videos**

We solicited 2019 community photos and are enhancing/curating them now.

- **Healthcare sample letters**

Healthcare professionals could use a straightforward source of templates for letters regarding service animals and ESAs. We're going to see whether we can help meet the need.

• **Advocacy/outreach**

-**HUD letter to FTC** (no update)

In early November, the head of the Department of Housing and Urban Development (HUD) asked the Federal Trade Commission (FTC) to investigate websites that provide assistance animal documentation.

https://www.hud.gov/sites/dfiles/Main/documents/11_06_2019_Letter.pdf

We asked our DOT contacts to connect with HUD folks about this so that we might be involved. HUD has not received a response from FTC. Sometimes an FTC investigation will be walled off from other agencies, so it's difficult to assess what is happening.

Our plan is to contact FTC directly so their officials have the opportunity to hear our input, especially as in "Should we hate online service dog certification?".

- SD meetup database and funding (no update)

We have been abstractly developing a service dog meetup database and a means to fund local meetups. We have also been working on partnerships with other service dog user groups (GDUI and IAADP) for successful inter-disability outreach.

We are working to hear positive news from grant-makers or private donors so we can breathe life into these ideas!

- Reaching out across the pond (no update)

We plan to contact owner-trainer advocates in the UK to create a broader coalition.

- Interviews

On December 22, 2019, DV Radio graciously invited Veronica and Brad Morris back for a live show about AKC's "Service Dog Pass" program. On the page linked below we consolidated DV Radio's YouTube recording of the show, DV Radio's audio recording, and a transcript that our wonderful volunteers spent many hours producing. This volunteering venture was successful overall and we're happy we could find more opportunities for community members to participate.

<https://www.psychdogpartners.org/resources/media-coverage-of-psdp/dv-radio-akc-roundtable>

The Labyrinth System interviewed Veronica Morris about her mental illness for a YouTube video, "Veronica's Story: Bipolar Disorder, PTSD and Agoraphobia".

<https://youtu.be/V8stVwTdFOs>

- AKC "Service Dog Pass"

We now have a page explaining how people can resist AKC's wrongheaded idea of a Service Dog Pass". Our Facebook post with the associated graphic has been PSDP's most successful post yet.

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

• Revision of emergency card (no update)

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.

• Convention

We discussed the location(s) of future conventions.

• Treasury report

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

Upcoming expenses include another expected DOT advocacy/outreach trip and convention scholarships.