CALL TO ORDER

Priscilla Parker called the meeting to order at 6:00 PM.

PRESENT EITHER IN PERSON OR ON THE PHONE:

Carol Borden, Chris Borden, Ann Larkins, Gerry Petrone, MJ Brandt, Priscilla Parker, and Paul Bertram. Debbie Foor also attended the first part of the meeting.

MINUTES FROM THE NOVEMBER QUARTERLY BOARD MEETING:

Motion made by Priscilla Parker to approve the minutes from the quarterly meeting. Mary Jo Brandt seconded. All voted in favor.

DEBBIE REPORTED ON ADVISORY COUNCIL MEETING:

(See attached minutes from their meeting.)

PRESIDENT’S REPORT:

There is none as Karen Galmiche is unable to attend the meeting.

TREASURER’S REPORT:

Report to follow. Deficits just over $600,000 explained by Carol as some expected donations have not yet been received, such as $50,000 for our traveling trainer grant that has not come in yet and the $350,000 donation that we received from Mr. Dunlap last year. We were actually anticipating a much larger donation this year until his untimely death. We are actually only down by approximately $73,000 primarily because of stock market fluctuations and the fact that we are no longer involved in the direct mail campaign.

VICE PRESIDENT’S REPORT:

Priscilla discussed the continued need for frequent communication with our donors. She has sent out personal thank you notes to donors. Chris Weber has helped by calling donors to let them know how much we appreciate them. She plans to send out notes at the end of the year and possibly at Thanksgiving. Hopefully this will pay off in the long run.

FACILITIES/MAINTENANCE OPERATIONS:

Chris reports that all is well with facilities. Staff has completed small projects. A new roof has been installed at headquarters. Also fencing has been improved to contain certain dogs that frequently escape. Drainage has been improved to help with all the rain we have been having.
He has put in new lights in the dog rooms. The hook worm infestation has been completely eradicated. We now have a cat in the barns so no more rats or mice.

**HUMAN RESOURCES REPORT:**

Mary Jo attended a conference regarding laws and procedures involved in HR. Although we are doing very well, there is always room for improvement. PNC bank has graciously allowed us access to their attorneys for questions and concerns. Communication is key. MJ reminds the BOD that we are not to respond to any complaints or concerns from either social media or any other avenue. Please give this information to headquarters as the executive team is aware of all the facts and will do the responding. Be careful who you friend on social media as well. It is important that we minimize risk by having excellent documentation. New hires include a development person in Tampa who will focus on donor development in Florida and other areas. She also discussed the difference between exempt and non-exempt employees and who should be in each designation. We are going to move some job titles that could be in a gray area to non-exempt to avoid any concerns.

**BUSINESS PROGRAM NON-PROFIT EXPERT:**

Priscilla reported on her research. We need a brand that is easily recognized. If someone needs a service dog, we want our name to come immediately to mind. We discussed the monthly newsletter and the need for sending something out that is short and sweet. This needs to be 20 lines or less to keep people reading and interested. We need to be asking for something in each email to the donor. Priscilla says that research shows that sending it out on Mondays assures it is more likely to be read. We need to think about what needs to be included.

**COMMUNICATIONS/MARKETING:**

Ann has already discussed with Carol the findings from last meeting. We discussed having puppy cams but that is not feasible at this time due to poor internet service. Again, we need to have a short video showing what we are doing today such as pairing, training, etc. We need to include our logo on whatever we do. Ann suggests we find a volunteer photographer.

**BEREAVEMENT:**

Gerry is sending cards to those who have lost dogs. Mary Jo is to get with Bernadine to give her pictures of Sarge and our logo so that a bereavement card can be created to send out.

**LEGAL EXPERT:**

Karen is not at the meeting so therefore no report.
FIRST AID:
We are still working on a program. Priscilla reports that there is a CPR certification program that is computer based for $30.00. We would need a certain amount of people to sign up. Carol feels like we need a hands-on class. Priscilla also discussed the need for an AED at the cost of $1500. This is not in the budget at this time. Carol suggested finding someone to donate it. MJ has a contact she is sending to Priscilla that may help.

DISASTER PREPAREDNESS:
Chris reports that we need to have a fire drill soon. We accomplished the disaster drill in September. The generator is checked monthly. Discussion held on the need for 60 more crates. This would require an outlay of $3500-$5000. It also requires the space to store these crates. For those reasons, we will not be buying any more crates at this time.

BUILDING MATERIALS/TRADE SHOWS:
Paul reports that he is in close contact with interested donors. As soon as he has a list of what is needed, he will meet with them. Paul has a friend that may do a complementary home inspection of the Freddie house. A friend of Paul’s died recently and he has invited Sara and Robert to attend the services, again to make more people aware of GAMSD.

CEO REPORT:
Old Business: Carol gave an update on the campus project. We have a new architect who is licensed in both states. We have a 9-month construction plan. We are approved for the loan in Pennsylvania and will close sometime this month.

We have 25 Colorado Tech scholarships available to veterans and their families. We are now part of their selection committee to help decide what veterans are eligible.

Again, Carol reminds the BOD that if they see or hear a negative comment from someone, the BOD needs to get the whole story from headquarters.

The PA prison program budget should be approved soon, which will give us $xxx,xxx in the next few weeks to begin the program.

We now have three traveling trainers.

Gerry and Priscilla are going to the bark-a-que and will check with MJ regarding what roles they will play. Andrea Gillman will be the guest speaker.

Gerry will take on the role of legal updates until Karen returns.

New Business: We have a new grant writer. Carol is submitting 3 grants which will provide around 2 million if given.

Carol has a meeting set with several large donors in the Pittsburgh area.
Carol again reviewed the treasurer’s report. We show a deficit year to date versus year to date last year of just over $600,000. Of that, we have not received the Dunlap’s donation of $350,000 that we received last year. We believe it was going to be a much larger donation this year, but we are waiting to see what Ms. Dunlap will donate since the passing of her husband. We also have not yet received the $50,000 for our traveling trainers that we expect to receive soon, and we took $150,000 from our endowment for expenses on the Pittsburgh campus due diligence. With all that being considered, we are only about $70,000 short year to date which is a result of stopping our direct mail company.

We have been advised by our attorney to become a 501C 2 and put the properties in there. This protects our properties as there is no money, so nothing to sue for. K9 for Warriors was sued by a volunteer who fell and shattered her elbow. This lawsuit dragged on for many years.

We were one of 4 finalists for the Vetty award this year which is a major accomplishment.

Carol requests that we check Facebook every day and share information to get the word out about our organization.

Carol reviewed national quarterly updates with volunteers across the nation. It was an in-depth conference call.

We have new marketing Paw Prints brochures and other informational booklets which will be shared with us. We need to be diligent about sharing these with everyone we meet.

The goal is for Carol to have our own website and to become the industry expert. Anyone researching service dogs on the internet would be directed to her site.

Carol reviewed travel plans which include Naples for a radio interview, Orlando for a marketing meeting, Sacramento for a mental health panel for those impacted by the Paradise fires, to Pittsburgh to meet with donors and finally back to Naples for the Bark-a-que.

We discussed becoming a household name like St. Jude which is a billion-dollar company and a household name. Carol is challenging the BOD to think about why we aren’t a household name and what can we do to become one. We need to have a celebrity spokesperson.

The annual board meeting will be held May 17-19.

Carol, Gerry and Ann discussed the need for a part time data entry person to enter applicants into the Kintone system. At this time, there is not money in the budget for this but we will keep this need to the forefront.

There being no further business to discuss, meeting was adjourned at 7:50p.