WELCOME AND OPENING:
Karen Galmiche called the meeting to order at 8:30 AM. She welcomed all to our annual board meeting and reminded us of how far we have come since inception.

PRESENT:
Carol Borden, Chris Borden, Ann Larkins, Gerry Petrone, MJ Brandt, Priscilla Parker, Paul Bertram and Karen Galmiche.

SENIOR STAFF REPORTS:
All Executive Manager and Supervisor reports were read to the BOD with Q&A following each one. (see binder)

OFFICER’S REPORTS:
President’s report – see binder
Secretary – Motion by Priscilla to accept the minutes as written. Seconded by Karen with all in favor.
Vice President’s report – see binder
Treasurer’s report – see binder, Carol reviewed the financials explaining why some of the numbers are down. Auditor needs a separate letter stating that the BOD accepts the process.
Facilities report – see binder
Human Resources report/Web Site/Social Media/Policies and Procedures – see binder Employee issue discussed in executive session. Mary Jo reviewed the need for a different data base that is more in line with our needs. Carol has applied for a grant to cover the cost. Sales Force is much faster and user friendly than Kintone.
Disaster Preparedness – see binder. In addition, an active shooter training was given to staff.
Service Animal and Non-Profit Organization Law Updates – see binder
Safety/First Aid Training – see binder
Non-Profit Research – see binder
Communication/Marketing Research – see binder
Bereavement – see binder. MJ shared a sample card that will be sent out to the recipients who have lost a dog. Gerry will order some from Bernadine.

Building/Construction Materials Updates – see binder

CEO report:

Attended the AUSA convention in DC and once again the booth fee was comped. Booth fees can be as much as $5000. Also attended AAAA in Tennessee, AUSA medical convention in San Antonio. There were many events and fundraisers such as Food Truck rally, Passing of the Leash in PA and Fla, multiple Mi golf tournaments, CMM in September, BBQ, Barks, Brews, BBQ and more. As stated in Christine’s report, there were nearly 300 events across the country for us.

We completed the purchase of the PA property for $613,000. We have an instant equity of $407,000 since the property appraised at $1,020,000. It is 102 acres and we have received a warm welcome from the township.

Many positive things happening in PA with much recognition for GAMSD with the support of the Steelers (John Kelly announced the draft pick), Pirates and Penguins.

Carol also discussed the challenges we had last year in finding good trainers. This has been solved with the new hires in place who are now following the Borden Method of training.

SUNDAY

NEW BUSINESS:

CEO REPORT:

Carol shared a note from a previous VA employee who was part of the pilot program;

April 2 at 9:34 PM
I can’t say enough about this agency and Carol Borden. A very necessary cause for veterans and family members who need assistance. Guardian Angels Medical Service Dogs provide hope for those who suffer with PTSD, (Post Traumatic Stress Disorder). Through a lot of research and actual visits to many other service dog agencies, I can honestly say that Guardian Angels Medical Service Dogs, Inc. is by far the BEST in the USA. A very reputable agency serves individuals with an excellent caring staff, and training that is out of this world the best and did I say support is never ending. Thank you for all you do Carol Borden, Family, Fantastic Staff and God Bless our Guardian Angels.

We have been fully vindicated!

Carol addressed new application process being completed. We are not getting as many applications back as we are sending out. We decided that the application process is too daunting. We will complete the process in steps. Maranda will be able to build a relationship
with each applicant. This hopefully will not overwhelm the person as they only have to do a little bit in each step. Maranda is updating the application for the Inquiry Committee which will be rolled out in the next couple of weeks.

Carol updated the board on the prison program. It is moving along. Veterans live in a separate section of the prison which is where our dogs will be. We will start with 4 dogs and eventually raise to 8. Senator Brooks from PA is a strong proponent of this program which involves a $xxx,xxx grant. Carol received the final paperwork from the Department of Education and she will sign and return.

Carol reviewed upcoming events and fundraisers which include the following: Pittsburgh Passing of the Leash with speakers Jim Rooney and Jim Kolb both from the Steelers, AUSA convention in DC which is the 6th largest convention, Festival in the Woods Artisan Fair, Barks and Brews, Military convention in San Antonio, more golf tournaments, CMM, Mutt Struts in three cities, Yellow Ribbon Fund, We have not decided yet if we will hold a POL in Florida this year. Military Spouse Magazine is doing an article on GAMSD’s partnership with PNC which will be coming out in August. Alejandro Villenueva from the Steelers did a PSA for us. John Kelly gave a wonderful announcement for the upcoming Mutt Struts which will be held in three cities this year. Videos were shown.

Carol informed the board that the Pittsburgh contractors can also work in Florida which will keep costs down in building our campuses. The contractors are coming to Florida next week to tour our Florida campus.

**COO REPORT:**

**Development:**

*Paw Prints* - Mary Jo discussed the Paw Prints program. This is now bringing in about $3600/month and we would like to grow it to at least $5000/month.

*Stewardship/Planned Giving and Endowments*– we want to start contacting those donors who have lapsed. We want to touch base with donors 4-6 times a year, not to just ask for donations but to thank them for their support. We have information on the website on planned giving. MJ shared the postcard she is working on to send out to donors regarding this. The board needs to be aware of all the ways to donate to share with those we meet up with. You never know who you are talking to so it behooves us to treat everyone well.

We have received $35,679 from stock transfers. Other income generating items are listed in MJ’s and Christine’s report.

*Direct mail* – This worked very well in the past with us receiving a 7% return. MJ explained how direct mail works. The problem we had with this program was with the auditor. He did not agree with IRS guidelines and it falsely impacted the recording on our bottom line. The new auditor understands how the process works. The BOD agrees that we should review this and
use this source of income again. Direct mail monies can be used for anything we decide rather than earmarked for a specific program.

**Employee Match Programs** – This is another means for acquiring donations. We need to develop a relationship with corporations in order for them to work with us on this program.

**PNC bank**- pledged 14 more dogs/teams for this year’s Mutt Strut. Their goal is over $1 million in dogs this year.

**Charity Navigator** – We are working to be part of this group. The requirements are very specific. We have turned in all of the required elements and are now waiting for them to analyze the information and inform us when we are accepted. The highest donors check this site first. Once again connections are very important.

**Administrative:**

We have tweaked our phone system and have a new number 800-398-6102 as well as a fax # 352-342-9292.

**Audit**- Our current process in place has made the initial phase of the audit go very smooth. Next phase is to gather all info for the auditor which will be there on June 1. The final phase is in the auditor’s hands until it is time for the board to review.

**Data Base** - Mary Jo discussed the need for a better data base and with much research has decided that Sales Force will best meet our needs and it is the most user friendly. We are looking for a tech grant to cover this. We would receive 10 free licenses with discounts for more.

**Human Resources:**

The employee handbook and policies are on line. The PNC attorneys are reviewing these for us. We do not have FMLA in effect at present since we have less than 50 employees but have addressed a plan in policy to be proactive. Health care plan is also required if you have more than 50 employees. MJ has reviewed plans and would like to keep the costs to around $90/per paycheck.

Mary Jo assures the board that we have a sound structure with the right people in the right job. Our policies are complete and any issues with staff are handled in the proper way in order to protect the organization.

The BOD will need to sign the policy and procedure book when complete.

Employees are protected by the whistleblower act and cannot be fired for reporting any unfair practices, etc.

MJ is researching how long records need to be kept.
Mary Jo reminds the board about our relationship with recipients/donors, etc. They are our clients, not friends. We can be friendly but we have to keep the roles clear. This has been addressed with staff.

We have a policy in place regarding our CEO salary compensation policy.

**CEO REPORT:**

Carol discussed the new Administrative and Development Programs. This enables the employees to have a path to an increased role in the organization. This is spelled out clearly to include responsibilities, expectations, specific guidelines and pay scales. At each evaluation, staff will receive a raise only if all goals are met. At this time, we have implemented the Jr. Executive program and have promoted two employees (see org chart).

There will be a team building exercise on June 17th.

We are having a second interview on Monday for a Development Director which is a great need. The applicant previously worked at Wounded Warriors so has much experience raising large sums of money.

We also need a Grant Writer – Carol has written 5 million worth in the first quarter.

Carol discussed the need for a liaison to the Advisory Council group. Carol plans on giving each member a responsibility. Ann moves that Carol assume this role. The motion is seconded by Chris and all approved.

Carol updated the board on awards received which includes; 2019 Vetty runner up, entered for suicide category for 2020, 2018 Corporate Pet Industry Woman of the Year and asked to be a member on the Colorado Tech Scholarship Committee where 25 are awarded.

Carol is listed as a co-author on a research article with Princeton University. This study was to see if it is possible to predict success at assistance dog training programs. We provided swabs for DNA testing from our dogs. (see binder)

Carol informed the board that she will now be having a quarterly national program meeting. This will update all those who give speeches for us to make sure the most current info is being provided. This will hopefully take place in June.

We were shown a slide show on Gov. Ridge, Mark Holcom and the Ridge Group. Ridge is a former governor of PA. This group would like to promote GAMSD to increase income. We would have a pilot program to see if Medicare and Medicaid would pay for dogs.

**TENTH ANNIVERSARY PROMOTION:**

Mary Jo showed a slide with some ideas on how to promote and celebrate our anniversary. We would like to have everything in place so we can begin right in January. Please think about this
and give any ideas you may have to MJ and Carol by May 30th. We will have a new logo (shown) and new number shared above.

ROAD TO SUCCESS:

Carol shared a list of all service dog organizations by revenue in 2019 (see binder). We are 10th out of 59 researched. There are over 100 in total. Carol shared last year with this year and reminded us that everything we do is to support our core mission. Last year we discussed having the right management team in place – we remain solid except for the lack of a Development Director. Now we are training Jr. Executives and have a succession plan for the other executives. We have strategies in place for future growth. We also discussed last year that we wanted to cut costs and focus on core business. We did control costs and any new programs put in place support our mission. Last we discussed having a solid strategy and we have accomplished that with great success with the exception of a Development Department.

We need to be “great” not just good. Carol discussed how the board can help which includes but not limited to, placing GAMSD in our will. We need to donate what we can and volunteer where we can to support GAMSD.

Carol compared us to St Judes. We are doing as much if not more in saving lives as we encompass children as well as adults. GAMSD needs to be a household name and easily recognized. Part of the problem in our type of business is a lack of respect and clarity in the service dog industry. There needs to be testing and certification for service dogs in order to get rid of the fakes. We can help educate the public in the difference between a true service dog and an emotional support or therapy dog.

Carol also reviewed the average “death” age of organizations. Most of the time this is due to them having only one source of income which is why we diversify. Please share any ideas you may have on additional funding sources.

Carol needs to be recognized and promoted as an expert in the service dog industry. She has a website now which is carolborden.com. We would like to market Carol as a speaker for conventions and charge accordingly. Orlando is 2nd in the US for holding conventions.

Carol requests that when she retires, she become a lifetime member of the board in the starting role of President. Motion to install Carol as a lifetime member of the GAMSD Board of Directors with the starting role of President by Ann with a second by Priscilla Parker. All in favor.

Carol reviewed the evaluations from the last two years. The main item seems to be communication. We reviewed the many ways to find out what is going on which is not limited to FACEBOOK, Newsletter, emails, etc. Gerry requests that we be notified if a staff member leaves that we work closely with. Please share any other ideas you may have with Carol and MJ.

Carol thanked each individual member for their contributions to GAMSD.
Evaluations for CEO, board members and board overall will be sent via email after the meeting. Please return by May 24th.

There being no further business to discuss, meeting was adjourned at 3:15pm.