

Effective Animal Activism

Board of Directors Meeting

Type of Meeting: Standard Monthly Meeting

Date: 24 Nov 2013

In attendance:

Chairperson: Simon Knutsson

Treasurer: Brian Tomasik

Secretary: Rob Wiblin

Executive Director: Jon Bockman

Absent: No one.

Quorum established: Yes.

1. Call to order: Simon K called the meeting to order at 10:05am PST

2. Approval of minutes: The minutes from the Board of Directors Meeting held on 20 October 2013 passed.

3. Items considered:

1. Meeting documentation system
 - a. We will fix the agenda at the start of the meeting
 - b. Then keep minutes on what is said in another document
 - c. These informal minutes are then edited into official minutes to be approved at the next meeting
2. Business from previous meeting
 - a. Waiting to acquire new D&O insurance quote until officially ACE
 - b. IRS - officially EAA, now in process converting to ACE
 - c. ACE position statement published
 - d. ACE Advisors Facebook group created
3. Updated strategy plan:
 - a. JB and SK working on, presented draft
 - b. Maybe schedule special board meeting before next dedicated to strategy plan
 - c. Strategic re-assessments every 6 months seems like a good idea
 - d. Jon decide to meet with staff or not re: the strategy
4. Facebook discussion forum
 - a. All in favor of not starting a new discussion forum, up to Jon whether or not to link to the existing one (could be in a "links" page)
5. New website
 - a. Career Advice: Should we promote in the new site, if so testimonials?
Suggestion: Don't offer sessions during 2014, focus on the most important in strategy

- i. Potentially very high leverage, which is a prima facie reason to offer them
 - ii. Though valuable they don't really fit with our plan right now
 - iii. All in favor of keeping content somewhere
 - iv. Is there anyone who could do these in Jon's place?
 - v. Postpone decision until the strategy discussion
 - b. Member profiles on the site:
 - i. Alternative ideas:
 - 1. LinkedIn ACE page/forum
 - 2. List of people to take ACE recommendations, link to Facebook
 - 3. Could ask people to join ACE by signing up for the newsletter, become fans on Facebook, or other forum instead of static profiles
 - 4. Option of having people pledge in a Google Form. Could show to charities that we have people listening to us. Pledge may create a commitment effect
 - ii. JB to contact current members with profiles about removing profiles from the site: We have your content, can send it to you if you like (compile info in a spreadsheet). Explain that it takes time to maintain, need to focus resources elsewhere, explain it could come back at some point. If you disagree, we'd like to hear about it, etc. Can ask them to join newsletter, like on Facebook, follow on Twitter.
 - 1. JB to decide specifics of message and run by Simon
 - 2. Store profiles offline as backup
 - c. Donation record:
 - i. Suggestion: Remove it as it hasn't been used since July
 - ii. Need to track money moved overall, but not individuals in real time
 - 1. If we start moving significant amounts of money we could look into providing updates of some sort
 - 2. Advice is to remove
 - d. Transparency: Sharing meeting minutes
 - i. Good thing to do but be careful what to record in writing for legal reasons, no quotes, be aware of sensitive information
 - ii. Audio recording is not priority right now
 - iii. Might be more work than it's worth. Could put up minutes for a few months and see if people are reading them. But even if people don't read, there's value in that we have them available
 - iv. Jon to decide, run minutes by Board before publishing.
- 6. Staff
 - a. Eric officially hired (20 hours/week); Allison to start FT Dec 1.
 - i. Allison's title needs to be determined - DoR, SR, RM
 - 1. Discussion of various title options
 - a. analysts<associates<manager<director<SeniorVP
 - 2. JB makes the call based on advice and discussion with Allison
 - b. New intern Alexa Zmich - 10 hours week for three months.

7. Updates:

- a. ACE studies
 - i. Some difficulties coordinating across 10 campuses
 - ii. THL Labs is having academics helping out
 - b. ACE website
 - i. Example pages available for viewing but not finished
 - c. Finances
 - i. Pay extra for more labor to get site out by the Dec 20th? Doubts about asking to work overtime
 - ii. New site ready in order to appeal for donations?
 - 1. Could have new site in draft form (link to in appeal so that can navigate and explore but it's not final), including 'the research we're doing now, our plan for 2014, the entire year will cost us X.'
 - a. Could explore this in two weeks when we have a better idea where we're at
 - b. Jon to take the lead
 - iii. All board members to donate no later than Dec 31
8. Asana
- a. Rob and Brian want to be added, feel free to tag and assign tasks
9. Evaluations
- a. Board evaluates Jon: Suggestion smaller Jan 2014 and larger April 2014.
Suggestion: Board to develop method for evaluation of Jon in early 2014
 - b. JB evaluates employees: 6 months after start date

4. Next scheduled meeting: 21st Dec 2013

5. Meeting adjourned at 8:02 on 24 November by unanimous agreement.

Submitted by:

Robert Wiblin, Board Secretary

Simon Knutsson, Board Chair