Effective Animal Activism
Board of Directors Meeting
Type of Meeting: Standard Monthly Meeting
Date: Jan. 26, 2014

In attendance:
Chairperson: Simon Knutsson
Treasurer: Brian Tomasik
Secretary: Rob Wiblin
Executive Director: Jon Bockman

Quorum established: Yes

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

2. Approval of minutes:
   1. Request for approval of minutes from the Board of Directors Meeting held on Dec. 22, 2013, and publishing them on the ACE website. (SK)
      
      In Favor: 3
      The motion passed

   2. Request to publish minutes from Board of Directors Meeting held on Oct. 20, 2013 and Nov. 24, 2013 on the ACE website. (SK)
      
      In Favor: 3
      The motion passed.

3. Items considered:
   1. New Google Drive structure (JB)
      a. ACE has a Google Apps account
      b. RW created a “board only” folder
   2. Facebook (JB)
      a. Forums
         i. ACE Advisors has been created
         ii. Should we keep ACE Board?
            1. Keep it to have a record
            2. JB to rename the EAA Google Group and add SK. We can then use that mailing list if necessary.
      b. JB FB campaigns are generating traffic to ACE
         i. 285 of 466 referrals (1/13–1/26)
   3. Finances (JB)
      a. 2013 financial recap
i. Current reserves: $38K  
ii. Expected donations yet to arrive in our account: $10K  
iii. All of this together would cover our costs through the end of July.  
iv. JB will discuss donor tracking and fundraising forecasts with RW.

b. 2014 budget
   i. Motion: Approve the budget for January and February.  
      1. In favor: 3  
      2. The motion passed.  
   ii. The budget for the rest of the year will be discussed at the next board meeting.  
   iii. JB to talk with RW about potential future donors.

c. To improve financial checks and balances:  
   i. BT as second signer on our BoA account  
   ii. Format for monthly financial updates: AH to JB, then to BT  
      1. Up to BT's discretion on how often these occur, they can be monthly or randomly.

4. Board member recruitment (SK)
   a. We have a sheet to track potential new board members.  
   b. Revised process  
      i. We should start contacting people now and ask them to come to a trial meeting.  
      ii. We will produce a document to detail how to approach candidates.  
         1. All to comment on pitch by Feb 3 at latest.
   c. Don’t want to approach too many people simultaneously as we may then not be able to take them all.  
   d. After considering the list of candidates  
      i. RW to reach out to S. Greenberg.  
      ii. BT to reach out to I. Ross.

5. Strategic plan (JB)
   a. Comments on the strategic plan draft  
      i. RW would like more focus on “In 2014, we will:”  
         1. Add justifications for these choices (not in the summary but elsewhere)  
            a. For instance, more details to the social justice movement project and pain matrix (not in the document itself, but to the board so they can approve).  
      ii. BT – Provide Norwood and Lusk to Louis/Jason for the pain matrix project  
      iii. SK – Important relationships to develop over time - a channel for how we communicated with consumers
   b. Should we share this on ACE Advisors?  
      i. Hold off just for now
   c. OK to share with strategic planning consultant?  
      i. Yes, with removal of comment history
d. Donation policy
   i. Should we let organizations donate for us, if they then can’t be considered for recommendation, and thereby generate a conflict of interest?
      1. SK/RW - Yes, if they can’t be considered for three years
      2. BT - Yes, if they can’t be considered for five years
      3. Hold off on a vote about this until next board meeting

6. JB asks the board for suggestions for the new site (JB)

4. New business:

  7. We should bring our research hire AS to a board meeting soon to get to know her.

5. Closed session (optional: excludes ED or other invited guests): [N/A if the session was not closed]

6. Next scheduled meeting: 23rd February 2014, 10am PST

7. Meeting adjourned at 12:05 pm PST by consensus

Submitted by:

Robert Wiblin, Board Secretary

Simon Knutsson, Board Chair