

Animal Charity Evaluators
Board of Directors Meeting Minutes
Type of Meeting: Standard Monthly Meeting
Date: May 25, 2014

In attendance:

Chairperson: Simon Knutsson
Treasurer: Brian Tomasik
Secretary: Rob Wiblin
Executive Director: Jon Bockman
Guest: S. Greenberg
Guest: S. B.F.

Absent:

Quorum established: Yes

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

2. Approval of minutes: Request for approval of minutes from the Board of Directors Meeting held on April 27, 2014, and publishing them on the ACE site.

In Favor: 3
Opposed: 0
Recused: 0

The motion has passed.

3. Items considered:

1. Financial Update (JB)
 - a. Updated budget with April actuals
 - b. April:
 - i. Liquid unrestricted assets: \$19,447.77 (as of 4/30/14)
 - ii. This would cover three months operating expenses from May 1
 - iii. April income: 4,627.65
 - iv. April expenses: \$7,299.22
 - v. April net income: (\$2,671.57)
 - vi. April budgeted income: \$5,800
 - c. May:
 - i. Liquid unrestricted assets: \$17,005.83 (as of 5/16/14)
 - ii. This would cover 2.5 months operating expenses from May 16
 - iii. Donations (5/1/14 – 5/16/14): \$1,043
2. From previous board meeting (April 27) (JB):

- a. Taking in donations via other organizations: Set a minimum sum of \$500 for donating through CEA and EACH.
 - b. Website revamp is on to-do list incl. well-planned call to action
 - i. Creating good “on board” process
 - 1. Clear call to action
 - ii. Consider having someone navigate through and note issues.
 - iii. Crazy egg: shows a heat map of where people click on your site
 - iv. There is a tutorial that shows how Twitter and the like steers website visitors. S. Greenberg to send links
3. Progress update (progress in relation to strategic plan) (JB)
- a. Delayed as of previous board meeting:
 - i. Learning from other social movements
 - 1. An intern is now working on it
 - 2. Since such a broad issue, it’s good to have a concrete plan, deliver this by that date (e.g. interview 3 experts).
 - 3. Set specific goals, easy to get lost without doing it.
 - 4. Understand how each goal will concretely benefit what ACE is working toward
 - 5. Come up with a list of the most important questions.
 - 6. Consider interviewing key experts, though beware of bias.
 - 7. Consider modeling research approach after GiveWell’s shallow overviews
 - 8. Be open to adjusting goals/hypotheses
 - 9. Watch out for selection bias, don’t just look at ones that worked out, look at failed social movements. What did social justice movements do wrong?
 - ii. Pain and suffering matrix (quantifying animals’ ability to experience pain/pleasure) – planned for work by volunteers soon.
 - iii. Humane education study. Additional volunteer delays, have switched volunteers and now expect analysis this week and publication around next week.
4. Money moved tracking mechanisms to our recommended charities (JB)
- a. In place/in progress:
 - i. The donate pages for MFA and THL that visitors come to from ACE website are unique URLs that we can track money donated from (MFA done, THL in progress)
 - 1. Misses people who donate later but still because of ACE
 - b. Will do:
 - i. Encourage donors to contact and tell ACE if they donated to a recommended charity because of ACE
 - 1. Should be prominent on the donate page, could be a form or a brief survey with questions of the type: is this additional giving or are you switching your donation from another charity?

2. Make sure not to double count donations reported and recorded automatically
- c. Other ideas:
 - i. Google analytics lets you set up conversion metrics. Can we track movements from our site to MFA/THL's?
 - ii. Recommended charities could ask donors to state why they donated in a drop down menu after donating, but the charities prefer not to.
 - iii. Let people create accounts on the ACE site, and then be able to donate through them, which makes easy to repeat donations (wouldn't have to re-enter info)
 - iv. We can reach out actively if someone is donating more than \$X to a recommended charity and interview to understand better what role ACE played in the decision (could run a survey)
 - v. To give donors an incentive to report donations they made because of ACE, offer to match some of a donation if shows receipt.
 1. Problem: Could lead to false reporting of donations (not made *because* of ACE)
 - vi. The solution long-term is to allow donations through our site.
5. Website
 - a. Some of the images used on the landing page (worms, tadpoles, even the mouse) might be bad marketing. Worms don't convey professionalism, most people don't place potential value on them the way that we do.
 - i. One reason to keep them is to contribute to an expansion of which animals the animal movement considers
 1. Unclear connection between insects/mice/frogs and a widened scope.
 - ii. Environmentalists might like the pictures
 - iii. Consider using a small focus group for this
 - b. Mixed messages among the landing page pictures (two birds eat a fish, which is bad for the fish)
 - c. The slider animals killed vs money donated on the landing page doesn't stay long enough for people to read it
 - d. Homepage to be worked on later this month
6. Creation of Advisory board (RW)
 - a. Good to get intense feedback on our research.
 - b. Could have this board read over things every 6 months or so, ask for weaknesses
 - c. Chance to increase credibility by posting what they say and build relationships with intelligent people
 - d. Wouldn't have to be a "board"
 - i. Might want to try this with new people outside of being a board and see how it goes.
 - ii. GiveWell has stopped asking people to review the material because it was practically problematic to do

- iii. JB to have on his to-do list as mid priority
- 7. Directors' and officers' (D&O) liability insurance update (JB)
 - a. Still waiting for the letter from IRS saying that we are Animal Charity Evaluators, then we can apply.
- 8. New board members (SK)
 - a. Board member roles, responsibilities, and liabilities:
 - i. Recommended reading for candidates: pages 5-13 in Grant Thornton's Not-for-profit board member handbook
 - ii. Agreement that we do not require a commitment of candidates to donate to ACE, but candidates should know that bringing in funds is a standard board member responsibility
 - iii. ACE staff is currently doing several of the common board responsibilities so we aim to also bring in board members who have the time and skill to take on such tasks (but it is not a necessary requirement for all candidates, depending on the other qualities of the candidate).
Such tasks include:
 - 1. Take meeting minutes and handle documentation
 - 2. Lead bookkeeping and accounting
 - 3. Lead legal work, e.g. ensure that ACE has appropriate insurance and complies with laws and regulations
 - b. JB and SK to write a job ad type post/announcement to welcome board member applications
 - i. Say that not necessarily going to add anyone, it's not like we have a "slot" to fill.
 - ii. Readers can suggest others as candidates.
 - c. Current board candidates:
 - i. SBF can help with statistics work.
 - ii. If we need remote assistance, for e.g. regular editing tasks or research, SG had 300 people apply for his last job for \$14/hour, ranked candidates, could be good leads

4. New business

- 9. Site traffic
 - a. JB to note changes after the release of the new recommendations. JB to present at next meeting
- 10. Allison Smith to join one of the coming board meetings
- 11. Post a link to the new ACE recommendations on our own respective social media accounts, and say that we're looking for donations. RW to email draft text to board.
 - a. Post on social media on Tuesdays, not weekends.

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

6. Next scheduled meeting: Sunday June 22 at 10:00 am PST

7. Meeting adjourned at 11.30 am PST on May 25, 2014 by SK

Submitted by:

_____, Board Secretary

Simon Knutsson, Board Chair