

Animal Charity Evaluators
Board of Directors Meeting
Type of Meeting: Standard Monthly Meeting
Date: January 25, 2015

In attendance:

Chairperson: Simon Knutsson
Treasurer: Brian Tomasik
Secretary: Rob Wiblin
Board Member: Sam Bankman-Fried
Board Member: S. Greenberg
Executive Director: Jon Bockman
Board volunteer: Jacy Anthis

Absent: Board Member: Peter Singer

Quorum established: Yes

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

2. Approval of minutes: December board meeting minutes were approved via email.

3. Items considered:

1. Brief update about investing our assets. SG and SB have not had the time to meet but plan to do so on Jan 27th. After that, they will give a suggestion to the board about how to invest the assets.
2. Brief financial update (JB)
 - a. Updated financials
 - b. December Financials
 - i. Beginning balance as of 12/01/2014: \$21,628.07
 - ii. December expenses: \$(9,393.70)
 - iii. December income: \$89,208.26
 - iv. December net income: \$79,814.56
 - v. December budgeted income: \$12,800.00
 - vi. Ending balance as of 12/31/2014: \$101,442.63
 - vii. Equivalent to approx. 12 months expenses
 - c. 2014 End of the Year Snapshot
 - i. Beginning balance as of 1/01/2014: \$22,966.75
 - ii. Annual income: \$170,021.22
 - iii. Annual expenses: \$90,545.34
 - iv. Annual budget: \$90,322
 - v. Net income: \$79,475.88
 - vi. Year-end cash balance as of 12/31/2014: \$101,442.63

3. Budget for 2015 (JB)
 - a. Board will vote to approve or make changes.
 - i. Budget including salary for new researcher passes unanimously.
 - b. ACE could pay for an audit to obtain certification from Independent Charities of America (ICA).
 - i. PayPal takes 2.5% of donations, but ICA provides similar processing for free.
 - ii. SG noted there are cheaper commercial alternatives like Dwolla.
 - iii. ACE also applied for a local version of ICA certification that would avoid fees by using Give Direct or a similar platform.
 - c. ACE will consider budgeting more for staff development like a staff retreat or productivity tools. However, this would be very expensive.
 - i. Similarly, the budget could include funds for JB to travel to fundraise from large donors, which would be evaluated on a case-by-case basis.
4. Update: Researcher job description and brief description of the planned process for the board to give feedback on. (JB)
 - a. ACE plans to have the job post out for six weeks to gather applications, then review applications followed by a round of interviews with JB, then another round of interviews with Allison Smith. A task, to be determined, will be given to the final applicants with roughly a week to complete.
 - i. ACE will use personality assessments and similar tools.
 - ii. CEA has found that numbers-based assessment of job candidates works better than only gut-based assessment.
 - iii. Also include a shortened timeline for candidates with exploding offers.
 - iv. CEA uses \$1,000 prize for referrals to new candidates CEA ends up hiring. ACE will consider adopting this method.
 1. There is some concern about audience perception of this (it might be considered a waste of money).
 2. Perhaps the prize is unnecessary because our audience cares about doing good and would perhaps refer us to new candidates if they could, regardless of the money).
 - v. Board members could help with interviews and are interested in seeing the list of applications to provide thoughts or feedback. JB to send the list of all candidates to SK (when it's created) and the list of the final candidates to the whole board.
5. Our Philosophy. For approval by the board (to replace the old one). Unresolved issues to be decided at the board meeting: (SK)
 - a. "it is crucial to ensure that humanity acts with much greater concern for animals for the coming millennia" (Under *Scale* at the top of p. 2). SG suggests saying "in the future" rather than "in the coming millennia.". Link to the comment thread.
 - i. Will change to "the coming centuries" to sound more mainstream while still focusing on the future.

- b. Should this bit stay, be deleted, or rewritten? “Additionally, historical evidence from previous social movements suggests it is possible to substantially affect the ideas and moral values of humanity on a large scale.” (Under *Tractability*, p. 2). Link to the comment thread.
 - i. Will leave this part in.
 - c. Philosophy document passes unanimously.
- 6. Strategic Plan (JB)
 - a. Board will vote to approve or make changes. Discussion about for example research vs outreach trade-off.
 - i. With the new researcher, JB will have more time for outreach. Erika Alonso will also be able to work more hours on outreach.
 - ii. RW notes it’s difficult for board members to keep up with the research, so is interested in how the research is improving.
 - 1. JB notes several areas of research are improving: finding new charities, ranking charities, bolstering the case for the top charities, questioning fundamental assumptions.
 - 2. In the future, if potential research in these areas runs out, ACE could focus more on outreach and on-the-ground research.
 - 3. JB thinks there is a decent chance of a new top charity in 2015, but it is fairly unlikely that a top charity would fall below a standout charity.
 - iii. Board approves the strategic plan unanimously.
 - b. The more concrete plans for 2015 are in a Prospective Goals document.
 - i. JB explains that the “Prospective Goals for 2015” document will serve as a work plan for the first year of the three-year strategic plan.
 - ii. Gantt chart to be made following approval.
- 7. Google Grants Pro – up to \$1300/month (JB)
 - a. Big jump in numbers (861 vs 262 unique visitors) means lower quality visitors, but it’s ok because the increase is so significant.
 - b. ACE is setting up landing pages to better share relevant information to ad-clickers.
 - c. ACE could hire an expert contractor to optimize ad campaigns.

4. New business:

JB will provide feedback on the board’s performance in 2014 to go along with the board’s evaluation of JB as executive director.

5. Closed session (optional: excludes ED or other invited guests): [N/A]

6. Next scheduled meeting: February 22nd, 2015 at 10 am PST

7. Meeting adjourned at 11:25 am PST on January 25th, 2015 by SK

Submitted by:

Rob Wiblin, Board Secretary

Simon Knuttson, Board Chair