Animal Charity Evaluators
Board of Directors Meeting Minutes
Date: August 14, 2016

<u>In attendance:</u>
Chairperson: Jonas Mueller
Treasurer: Peter Hurford
Secretary: Jeff Sebo
Board Member: Sam Bankman-Fried
Executive Director: Jon Bockman

<u>Absent:</u>
Board Member: S. Greenberg
Board Member: Claire Zabel

<u>Quorum established:</u> Yes

1. Call to order: JM called the meeting to order at 9:10am PST

2. Approval of minutes: Minutes were approved via email.

3. Items considered:
1. Brief financial update (JB)
   a. Updated financials

	2016	**July**
	Beginning balance	$367,838.99
	Income	$57,209.31
	ACE Contributions	$51,576.79
	Top Charity Contributions	$4,967.52
	Other Income	$665.00
	Expenses	$32,519.47
	Net income/loss	$24,689.84
	Ending balance	$392,528.83
	for Top Charities (donations that have already reached our bank acct that are allocated to top charities)	$44,494.64
	ACE's balance	$348,034.19

2. Progress update (progress in relation to [strategic plan](#)) (JB)
   a. AR conference, strategic discussion
      i. Staff met at AR conference for strategic discussion, which JB will summarize for board later in the call.
      ii. It was great for the staff to spend time together, might like to have annual retreat moving forward.
   b. ACE [article](#)
      i. Great article on ACE and effective animal advocacy.
      ii. Hoping to connect with more journalists moving forward, so that we can pitch or help with stories.
   c. Launch of Advocacy Research Fund
      i. Will be accepting applications through September 2
      ii. Is the 25k limit a good idea? Might be dissuading who need more money for good projects. Maybe find a way to mitigate that risk.
   d. Updated Survey Guidelines
      i. Working to improve this resource, going well.
   e. Additional staff
      i. Hired an expert in web development part time. This person previously did outstanding work as a volunteer.
   f. Potential advertising
      i. Speaking with a donor about a gift that would be earmarked for advertising.
      ii. Considering making a professional video for ACE as part of this plan.
   g. Site redesign
      i. Going well, though taking longer than expected.
   h. Policies in progress
      i. GS has been organizing all our policies together in one place. This will make ACE more structurally sound.
   i. Fundraising
      i. New processor, page
         1. Made a formal switch to Paypal Payments Pro; much better than previous processor so far.
         2. New donate page is up and running, and much better than previous page.
      ii. Matching campaigns
         1. 100k matching campaign this year, building on 50k matching campaign last year.
         2. JB talked with a donor about other ideas for matching campaigns too. The board discussed several possibilities and will return to this topic soon.
3. Summary of strategic discussion by ACE staff (JB)
   a. JB summarized staff discussion about communication, research, fundraising, workshop with ACE board. Board likes these ideas.

4. Update on vice chair position and board priorities (JM)
    a. JM overextended as chair, would like a vice chair.
    b. Since everyone else is overextended too, board expansion seems to be first step towards solution.
    c. So, JM will focus on board recruitment in short term.
5. Investment update (PH)
    a. Draft policy
    b. PH made progress towards e-Trade application.
    c. Distributing policy to board, will consider and vote on it in our next meeting.
6. Recruitment committee (JS)
    a. JS will be asking each board member to suggest names, and to reach out to EA / AR contacts for suggestions. (Staff too.)
    b. When we reach out to people for suggestions, we should indicate that background in law, finance, or activism especially welcome, but other backgrounds welcome too.
7. Evaluation committee (CZ)
    a. No update.
8. Next board meeting (JM)
    a. September 25, 2016

4. New business:

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

6. Next scheduled meeting:

7. Meeting adjourned at 12:20pm PST on 8/14/16 by JM

Submitted by:

Jeff Sebo, Board Secretary

Jonas Mueller, Board Chair