



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

November 7, 2019

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, November 7, 2019. President and Chief Executive Officer Adam Kelly called the meeting to order at 7:06 p.m. EST.

The following Directors were present and constituted a quorum: Adam Kelly, Roy Pescador, Julie Grinnell, Norma Snelling, Sherry Scruggs.

Also present were: Annalisa Berns, Kathy Adamle, Rena Ferguson.

Members of the Board were asked if there were any corrections to the minutes from the October 3, 2019 Monthly Meeting which were posted in the NSDA folder on Google Drive. As there were none, the minutes were approved.

Officers' Reports

President & CEO's Report, Adam Kelly

President & CEO Kelly reported on staffing changes. Ann Moser has been added as Land HRD Workshop Coordinator. Robin Stanifer has resigned as Evaluations Administrator, effective January 1, 2020.

President & CEO Kelly stated that he will write a newsletter article to try to solicit more volunteers from the membership.

Executive Vice-President's Report, Roy Pescador

Executive Vice-President Pescador reported that he has begun reaching out to Program Managers.

He also stated that he would like to start looking at more member benefits and Evaluator benefits.

Corporate Secretary's Report, Julie Grinnell

Corporate Secretary Grinnell reported that there were two motions by email, in October:

1. On October 18, 2019, Chief Financial Officer Snelling made a motion by email that we return to our original system of all bills being submitted to the test organizer or team leader who then submits them to NSDA for reimbursement. Anything over the grant amount will be picked up by the team or divided among the testing handlers.

Motion seconded by Executive Vice-President Pescador. Motion carried unanimously.

2. On October 22, 2019, Chief Financial Officer Snelling made a motion by email to update the Testing Administrator's job description.

Motion was seconded by Executive Vice-President Pescador. Motion carried unanimously.

Chief Financial Officer's Report, Norma Snelling

Chief Financial Officer Snelling reported that she has not yet received the detailed expense and income report from Assistant Financial Officer Daggett.

Chief Financial Officer Snelling also reported that she has begun working on the 2020 budget. She stated that she will send out a summary to the Board and Program Managers in the next week so that Managers can make requests for the next year.

Program Reports

Communications Program, Katie Allardyce

Manager Allardyce reports that the email issues have been solved and she is now able to send and receive emails.

Education Program, Annalisa Berns

Manager Berns reported that she spoke with Executive Vice-President Pescador, regarding the Education Program, and they discussed ideas and possibilities.

She stated that she is on standby for the transfer of the NSDA website to WordPress.

President & CEO Kelly asked for a time table for Manager Berns and Manager Allardyce with the Education Program. Manager Berns stated by next month.

Evaluation Program, Kathy Adamle

Manager Adamle reported that we have more Evaluators in the pipeline. 2 (two) are currently filling out paperwork, while a couple are waiting on paperwork.

Chief Financial Officer Snelling asked for a list of who was recently approved, who needs Board approval, etc. She stated that she needs photos and bios to put in the newsletter.

Manager Adamle stated that all have been approved by the Board, and she will send out the photos and bios of new Evaluators on Monday.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that there have been 108 tests administered to date this year.

Newsletter, Norma Snelling

Editor Snelling reported that there are now 1543 subscribers to the NSDA Newsletter.

Program Marketing, Beverly Moody

Absent. No report sent.

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Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 21 (twenty-one) thank-you emails to members for joining or renewing their memberships. She stated that out of the 5 (five) overdue teams, 2 (two) responded and paid their memberships, and 3 (three) are still undecided on whether to renew. Chief Financial Officer stated that she spoke with one of the teams and they just had a change in management. She said she will send Manager Ferguson the new contact info.

Manager Ferguson reported that she sent out 1 (one) NSDA decal to a new member who requested it.

She stated that we currently have 22 team memberships with 272 members, and 224 individual memberships for a total of 496 members.

PODCASTS, Eva Briggs

Absent. No report sent.

Executive Vice-President Pescador reported that Manager Briggs stated that she would like to do more PODCASTS, but is having trouble setting them up.

SAR Shop, Anne Goldsmith

Absent. No report sent.

Chief Financial Officer Snelling reported net sales were \$55.00 for October.

Social Media Supervisor, Sharon Ward

Absent. No report sent.

President & CEO Kelly pointed out that photos are being uploaded to Facebook without icons. Chief Financial Officer Snelling said they will work out a system. Administrator Scruggs asked for clarification on the process of sending the photos and applying the icons. Executive Vice-President Pescador said he will reach out to Manager Ward and ask her to apply the icons.

President & CEO Kelly asked about adding someone to help answer questions that are received through Facebook. Manager Berns suggested adding an auto reply to direct members to the information they are looking for. President & CEO Kelly asked her to show him how to do that.

Testing Program

Position vacant. No report.

Unfinished Business

Discussion on Urban Trailing Standards has been tabled due to no changes.

New Business

Manager Ferguson has been looking into member benefits. She stated that ListServ would be an option for networking dogs and Evaluators. President & CEO Kelly added that it could also be used for seminars and searches, and that it would only be for members. Chief Financial Officer Snelling

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asked who would moderate it. President & CEO Kelly suggested having volunteer moderators.

President & CEO Kelly stated that he would like to utilize Slack, to centralize communication. He feels it would cut down on long email chains and minimize points getting lost. He stated we could also use it to remotely help each other. He stated that he will send out invites to Board members and Program Managers.

President & CEO Kelly made a motion to change the non-member field testing fee to \$100.00, effective January 1st, 2020.

Chief Financial Officer Snelling seconded the motion. Motion carried unanimously.

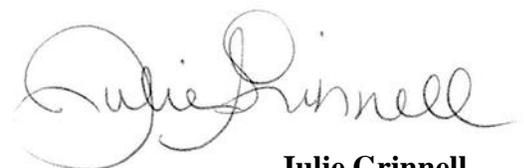
President & CEO Kelly asked about possibly making memberships for 2 years. It was decided to take more time to consider the options.

Chief Financial Officer Snelling made a motion to add up to \$200.00 for potential reimbursement per Regional Testing Event for testing costs to event organizers for park/facilities rental. This would not include food, hotels, or expenses for Evaluators. President & CEO Kelly seconded the motion. Motion carried unanimously.

Kathleen Kelsey, from Center for Forensic Training and Education, sent a proposal offering 40% commission on online courses paid for before December 31st, 2019 through a link on the NSDA website. In exchange, NSDA would promote CFTE in the December newsletter and post about the program twice on Facebook before the end of 2019.

After much discussion, it was agreed that NSDA needs to establish a policy regarding advertising. Editor Snelling and Co-Editor Wolff will write something up to present in the December newsletter.

As there was no further business, the meeting was adjourned at 8:54 p.m. EST.



Julie Grinnell
Corporate Secretary