



NATIONAL SEARCH DOG ALLIANCE

Minutes of the Monthly Meeting of the Board of Directors

April 7, 2022

Certified

The Monthly Meeting of the Board of Directors of the National Search Dog Alliance was held by conference call on Thursday, April 7, 2022. President & CEO Roy Pescador called the meeting to order at 7:05 p.m. EST.

The following Directors were present and constituted a quorum: Roy Pescador, Joe Stacks, Julie Munn, Brendan Fike, Sherry Scruggs.

Also present were: Bob Calkins, Rena Ferguson, Dana Lerma, Megan Ortega, Norma Snelling, Rick Strasser, Heather Proper – Van Valkenberg.

Absent were: Kathy Adamle, Annalisa Berns.

Members of the Board and Program Directors will have until April 11, 2022, to notify Secretary Munn of any needed changes to the March Minutes.

Officers' Reports

President & CEO's Report, Roy Pescador

President & CEO Pescador stated that he hasn't been able to do a lot, due to the election, but that a couple people have reached out about tests.

He pointed out that Editor Snelling sent a letter to the Board. He asked her if she is filing a complaint against the Board. She said that no, she isn't, she was just trying to make sure that everyone had all the details. President & CEO Pescador stated that Editor Snelling sent a letter to the Board, pointing out changes to the election and making accusations against him. He stated that he wanted to clear up misunderstandings so the Board can get back to work. He stated his position on the Voting Regions and said that now it is a moot point. He then addressed the accusations about no annual meetings and late testing paperwork.

President & CEO Pescador then addressed the Newsletter. He pointed out that Editor Snelling stated in the letter that the newsletter has always belonged to her and not to NSDA. Chief Financial Officer Fike made a motion to remove the newsletter. Executive Vice-President Stacks seconded the motion. It was suggested by Corporate Secretary Munn that there be discussion between the Board and Editor Snelling before any decision is made. The motion was dropped until a special meeting to hash out the relationship between NSDA and SAR Dog News. Corporate Secretary Munn stated that she will send an email to the executive board and Editor Snelling to figure out a time for a special meeting.

Minutes of the Monthly Meeting
April 7, 2022

Executive Vice-President's Report, Joe Stacks

Executive Vice-President Stacks stated that he has sent the board a spreadsheet of items to address for priority planning in the future. He stated that he will also send it to the Program Managers.

Corporate Secretary's Report, Julie Munn

Corporate Secretary Munn reported that There were two motions made by email in March.

On March 18, 2022, Roy Pescador made a motion to revoke the non-review of the newsletter before release. This review can be done by any or all of the Executive Board who are not involved in the writing of the newsletter. The Executive Board will have final approval on articles published in the newsletter.

Motion was seconded by Julie Munn. Motion carried, unanimously.

On March 23, 2022, Brendan Fike made the motion to remove the Last Howl article from the newsletter.

Motion was seconded by Joe Stacks. 3 votes Yes, 2 Abstain. Motion carried.

She also stated that she worked on edits for the Evaluator files and posted them to the website.

Corporate Secretary Munn reported that she updated the Motions by Topic file through March 2022 and posted it to Google Drive.

Chief Financial Officer's Report, Brendan Fike

Chief Financial Officer Fike reported that he will send the financial report to the Board once he receives it from Assistant Financial Officer Daggett.

He also reported that he received a response from the accountant for the review. He is in the process of completing a form sent by the accountant, listing items needed and questions.

Chief Financial Officer Fike stated that he reached out to the accountant about taxes.

Manager Strasser asked Chief Financial Officer Fike if it was him that sent an email asking for an inventory list. Chief Financial Officer Fike replied that it may have been, for the accountant. He will double check.

Program Reports

Communications Program, Heather Proper-Van Valkenberg

Manager Proper-Van Valkenberg reported a 62% increase in Instagram followers, and a 97% increase in Facebook engagement with 22% more Likes. She stated that the page has 1694 views.

She also reported that the team from Wisconsin is still waiting for an answer about using our logo and website link on their website. President & CEO Pescador stated that it is a link, not an endorsement, so it does not need approval from the board.

Minutes of the Monthly Meeting
April 7, 2022

Education Program, Annalisa Berns

Absent. Reported via email that she has nothing to report.

Podcasts/Webinars, Megan Ortega

Manager Ortega reported that she has had some extra time, lately, and will resume podcasts on an every other month basis. She stated that she has ideas and has been talking to President & CEO Pescador and Manager Berns.

Manager Ortega asked who to talk to about getting the RSS feed. President & CEO Pescador said to talk to Corporate Secretary Munn.

Evaluation Program, Kathy Adamle

Absent. Reported via email that she has nothing to report.

Testing Administrator/Resource Chair, Sherry Scruggs

Administrator Scruggs reported that she has been receiving a lot of test documents.

She also stated that the water and land fillable documents have been going well. They need just a few little tweaks. She stated that when it is all cleaned up, she will put together a presentation for the Evaluators.

President & CEO Pescador stated that the next step is building an app for NSDA.

Newsletter, Norma Snelling

Editor Snelling reported that there are currently 1711 subscribers to the Newsletter.

Program Marketing, Vacant

Program Membership, Rena Ferguson

Manager Ferguson reported that she sent out 28 individual thank-you emails to members for joining or renewing memberships and to 3 (three) teams for renewing their NSDA team memberships.

She stated that we have 18 (eighteen) team memberships with 250 members, and 262 individual memberships for a total of 512 members.

Manager Ferguson also stated that she sent out 123 membership cards.

Manager Ferguson suggested that she send the membership report and roster to Corporate Secretary Munn, and she can decide who to forward it to. President & CEO Pescador stated that there are currently four requests for the roster, from Assistant Financial Officer Daggett, Executive Vice-President Stacks, Manager Strasser, and Corporate Secretary Munn. Manager Ferguson stated that she will send the roster to Corporate Secretary Munn, tomorrow. Manager Strasser asked why we are limiting who can have the roster. Director Scruggs responded that we do not give out membership information and not everyone wants their information floating around.

SAR Shop, Rick Strasser

Manager Strasser reported that RFPs have been sent out for clothing and he is currently awaiting responses.

Minutes of the Monthly Meeting
April 7, 2022

He also recommended keeping a small inventory with an individual in Canada, to save on shipping and improve turnaround time. President & CEO Pescador volunteered to keep the inventory in Canada.

Manager Strasser stated that he has received several orders this month for patches and decals. He asked if we issue patches to non-members. He pointed out that there is nothing in the Policies & Procedures or the Bylaws about uniform standards, who may wear the patch, or how it is to be worn. Director Scruggs pointed out that there is no way to police that. Corporate Secretary Munn stated that they are not purchasing rocker arms, only the patches which is actually advertising. She also pointed out that if you do that with patches you will also have to do it with stickers and logo wear. Manager Strasser deferred to the board.

Social Media Supervisor, Heather Proper – Van Valkenberg
Report given with Communication Program report.

Testing Program, Rick Strasser

Manager Strasser reported that he has not been receiving the Individuals and Small Groups Testing Notification Forms. He asked if that would invalidate the evaluation. Administrator Scruggs said No, it would not. She also stated that it should get better now that they are making fillable forms. Corporate Secretary Munn informed him that the Cheat Sheet with his information was just updated during the last month, so things should improve.

He also reported that he and Administrator Scruggs are reviewing the notification forms. They are discussing eliminating some of the information that is already provided in the evaluation form, which would save on paperwork for the Primary Evaluator.

Manager Strasser pointed out several issues with the payment page for the online prerequisite test. He was told that the solution until we have a new website is to use PayPal.

Website Liaison, Julie Munn

Liaison Munn reported that she is still waiting on a board decision on who to use to build the new website. President & CEO Pescador stated that we've waited long enough for a third quote, so he will send out the two quotes that we have to the board.

Old Business

Executive Vice-President Stacks reported that he was reluctant to jump right into ProDeals. He stated that Director Scruggs submitted her application to test the verification process and asked the rest of the board to do it.

Executive Vice-President Stacks reported that he has not worked on the Business Plan. He asked the board to check out the draft and give feedback.

Executive Vice-President Stacks reported that the board approved the draft for the Marketing Manager RFP. He stated that April 15 is the deadline for receiving proposals. So far, he has had one formal bid.

New Business

Nomination Committee Chairman Calkins credited Manager Ferguson for the success of the election, due to her records. He feels that the Opavote program worked well and reported that it cost NSDA \$50 to conduct the election. He reported that a lot of folks opened the email but did not vote. Director Scruggs reported that it has always been that way. She said it is usually a 30% vote. Chairman Calkins also suggested an eligibility date, to vote, since the current voting window is so large, and members will come and go during that time. He also pointed out that the Bylaws do not give adequate guidance for candidate behavior, how to deal with infractions, and punishment. He suggested making changes prior to the 2023 election. Also, he stated that there are some areas where the Bylaws contradict themselves, and some things in the Policies & Procedures that no longer exist. His closing recommendation is to commission a complete rewrite of the Bylaws.

President & CEO Pescador asked Dana Lerma if she had any comments or questions and she said no but thank you for letting her attend.

As there was no further business, a motion was made to adjourn by Corporate Secretary Munn and seconded by President & CEO Pescador. Meeting adjourned at 10:02 p.m. EST.

A handwritten signature in black ink that reads "Julie Munn". The signature is written in a cursive style with a large, circular initial "J".

Julie Munn
Corporate Secretary