

Effective Animal Activism

Board of Directors Meeting

Type of Meeting: Standard Monthly Meeting

Date: Jan. 26, 2014

In attendance:

Chairperson: Simon Knutsson

Treasurer: Brian Tomasik

Secretary: Rob Wiblin

Executive Director: Jon Bockman

Quorum established: Yes

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

2. Approval of minutes:

1. Request for approval of minutes from the Board of Directors Meeting held on Dec. 22, 2013, and publishing them on this page. (SK)

In Favor: 3

The motion passed

2. Request to publish minutes from Board of Directors Meeting held on Oct. 20 and Nov. 24, 2013 on on this page. (SK)

In Favor: 3

The motion passed.

3. Items considered:

1. New Google Drive structure (JB)
 - a. ACE has a Google Apps account
 - b. RW created a "board only" folder
2. Facebook (JB)
 - a. Forums
 - i. ACE Advisors has been created
 - ii. Should we keep ACE Board?
 1. Keep it to have a record
 2. JB to rename the EAA Google Group and add SK. We can then use that mailing list if necessary.
 - b. JB FB campaigns are generating traffic to ACE
 - i. 285 of 466 referrals (1/13–1/26)
3. Finances (JB)
 - a. 2013 financial recap

- i. Current reserves: \$38K
 - ii. Expected donations yet to arrive in our account: \$10K
 - iii. All of this together would cover our costs through the end of July.
 - iv. JB will discuss donor tracking and fundraising forecasts with RW.
 - b. 2014 budget
 - i. Motion: Approve the budget for January and February.
 - 1. In favor: 3
 - 2. The motion passed.
 - ii. The budget for the rest of the year will be discussed at the next board meeting.
 - iii. JB to talk with RW about potential future donors.
 - c. To improve financial checks and balances:
 - i. BT as second signer on our BoA account
 - ii. Format for monthly financial updates: AH to JB, then to BT
 - 1. Up to BT's discretion on how often these occur, they can be monthly or randomly.
- 4. Board member recruitment (SK)
 - a. We have a sheet to track potential new board members.
 - b. Revised process
 - i. We should start contacting people now and ask them to come to a trial meeting.
 - ii. We will produce a document to detail how to approach candidates.
 - 1. All to comment on pitch by Feb 3 at latest.
 - c. Don't want to approach too many people simultaneously as we may then not be able to take them all.
 - d. After considering the list of candidates
 - i. RW to reach out to Spencer Greenberg
 - ii. BT to reach out to Ian Ross.
- 5. Strategic plan (JB)
 - a. Comments on the strategic plan draft
 - i. RW would like more focus on "In 2014, we will:"
 - 1. Add justifications for these choices (not in the summary but elsewhere)
 - a. For instance, more details to the social justice movement project and pain matrix (not in the document itself, but to the board so they can approve).
 - ii. BT – Provide Norwood and Lusk to Louis/Jason for the pain matrix project
 - iii. SK – Important relationships to develop over time - a channel for how we communicated with consumers
 - b. Should we share this on ACE Advisors?
 - i. Hold off just for now
 - c. OK to share with strategic planning consultant?
 - i. Yes, with removal of comment history

- d. Donation policy
 - i. Should we let organizations donate for us, if they then can't be considered for recommendation, and thereby generate a conflict of interest?
 - 1. SK/RW - Yes, if they can't be considered for three years
 - 2. BT - Yes, if they can't be considered for five years
 - 3. Hold off on a vote about this until next board meeting
- 6. JB asks the board for suggestions for the new site (JB)

4. New business:

- 7. We should bring our research hire AS to a board meeting soon to get to know her.

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

6. Next scheduled meeting: 23rd February 2014, 10am PST

7. Meeting adjourned at 12:05 pm PST by consensus

Submitted by:

Robert Wiblin, Board Secretary

Simon Knutsson, Board Chair