



October 30 2019  
COA Board Meeting

**COA Mission Statement (adapted from Constitution and Bylaws):**

*To promote the public's knowledge and appreciation of dogs in general and Chinooks in particular; To produce, publish, and distribute to the general public educational materials about the proper care, treatment, breeding, health, development and training of Chinooks; To support and promote study and research on the history, character, breeding, genetics and particular health problems of Chinooks; To establish a national data base of resource materials about the Chinook; To further understanding of the disease, defects, injuries and other ailments that afflict dogs in general and Chinooks in particular; To acknowledge and advance the critical role of an UKC National breed club in providing education, health research and support of rescue for the benefit of the general public, purebred dogs, and Chinooks in particular; To conduct activities including sporting events, licensed events, specialty shows, working certificate tests, obedience, agility and tracking trials, and other such activities and events as may be held under the rules of the United Kennel Club, in furtherance of the above purposes; To urge members and breeders to be guided by principals of good sportsmanship, including fair and honest conduct, and to accept the standard of the breed as established by the COA and the United Kennel Club (UKC) as the only standard of excellence by which the Chinook shall be bred and judged. To otherwise preserve and protect the Chinook and to do all things possible to promote its natural qualities, including the encouragement of regional activities and/or interest/study groups*

**Agenda:**

1. Call to Order and Roll Call
  - a. Present:
    - i. John Habermehl
    - ii. Denise Reed
    - iii. Taylor Scanlon
    - iv. Vicky Delfino
    - v. Mary Aldrich
    - vi. Jon Jolly
    - vii. Kristy Jolly
    - viii. Corine Lindhorst
    - ix. Bob Cottrell
  - b. Absent:
    - i. John Habermehl
    - ii. Karen Hinchy
    - iii. Jude Griffin
  - c.
2. Report of President
  - a. John wants to pass on his thanks to Kristy for the calendar contest.
  - b. Nothing new to report otherwise.
3. Report of Vice-President
  - a. Nothing new to report.

4. Report of Secretary
  - a. Secretary will be seeking to stay in position for the upcoming term.
5. Report of Treasurer
  - a. Month and Year ended
    - i. 9/30/2019
    - ii. Balance Sheet
      1. Cash position remains strong with about \$ 36,968 available.
      2. An additional \$5,574 is set aside for restricted funds.
    - iii. Profit & Loss – Actual vs. Budget
      1. Membership Income is under budget. This is the second full year of a change to the timing of membership renewals. The process of membership renewal has changed to having people renew in any month of the year vs. the majority of renewals completed in the first quarter of the year. The budget should more closely track income on a monthly basis next year.
    - iv. Additional budget items available via email.
6. Report of Bench Chairs
  - a. The next specialty is in the Midwest, Kalamazoo Michigan.
    - i. Judge is Rick Gann (sp)
    - ii. Patti Richards will be the secretary.
  - b. Denise asks about the plaque from this past specialty. Mary will send Kay Lee an email to ask her about return of the plaque.
  - c. Vicky is ready to discuss numbers regarding venue deposits whenever Mary and Brendan are ready.
  - d. Denise will send Mary the judge contract or Mary will revise the contract from the last specialty. This is needed for paperwork intended for the UKC.
7. Report of Communications Chair
  - a. Jon has collected some additional stories and will have the CQ out approximately next week.
  - b. Denise asks about where best to host the COA documents currently on the Yahoo boards. The COA website has an archival function (historical documents) and Jon is able to give board members access if the Yahoo documents are transferred to that site. Jon can structure the website to mirror the current set up but there could be other arrangements that are clearer or more efficient.
  - c. Denise suggests a short meeting with Bob and Jon to see what the options for transferring the documents over are.
  - d. Vicky asks if the financial statements will go into the upcoming CQ. Jon says that adding additional items to the CQ is no problem!
  - e. Mary needs access to email. Vicky asks if it's possible to auto-forward emails from Chinook.org. Jon says it's possible, but that emails from Chinook.org should be accessible via smartphone (and can assist board members with setting this up).
8. Report of Membership Chair
  - a. 207 members currently (Calendar contest boosts renewals/new memberships)
  - b. Kristy will send out hard numbers for membership next month, as well as information for the financial results of the calendar contest.
  - c. Calendar voting to start next week.
  - d. Calendar company will give us a discount per calendar (\$10/calendar instead of \$12).
9. Report of Health & Genetics Chair
  - a. Second F1 litter on the ground (Desert Sol)
  - b. Third F1 breeding happened earlier in October (Bashaba Chinooks)
  - c. First F2 litter planned between MountainThunder and Bashaba

10. Report of Historian
  - a. 9<sup>th</sup> program for the year on the Chinook held in New Hampshire at the historical society.
  - b. One more program to do in November at a public library, with more scheduled for 2020.
  - c. Bob also includes Chinooks in his presentations on polar explorers.
  - d. Bob was interviewed in a local magazine and will be dispensing copies at the winter carnival in Tamworth.
  - e. Denise asks what opportunities we might have to promote Bob's events and the breed through various Chinook media outlets (COA website, Facebook, etc.). Denise would be willing to help with promotions. Jon can give access to board members to post items to the website.
11. Report of Regional Activities Chair (vacant)
12. Report of Rescue Chair (vacant)
13. Report of Registrar
  - a. Since the last meeting, Corine assigned temporary registration numbers for the Chinook x Tamaskan litter.
14. Report of Working Dog Program Chair
15. Report of Committees
16. Unfinished Business
17. New Business
  - a. Vicky: if there are any budget items that board members want changed/to further consider, please review the budget documents and suggest possible changes for consideration
    - i. Denise suggests we take this as an action item. The board should review the documents before the next meeting and reach out to Vicky with suggestions.
  - b. Vicky: PO Box. We've moved to having folks pay electronically but lately the only piece of mail is from TD Bank. Vicky poses the question of whether we should keep the PO Box open. Cheques are most commonly collected for the specialty, but last specialty Mary collected the cheques and sent them en masse to Vicky.
    - i. PO Box costs roughly 180 per year to maintain.
    - ii. Vicky will let the PO Box run out and will not renew it when the current contract expires.

**Motion 2019-30:**

Motion by: Vicky      Seconded by: Corine

*I move the the COA close the PO Box in Windham, ME when the current paid period expires.*

No questions or comments. Hearing no dissent, this motion passes by unanimous consent.

- c. Vicky: Cheryl Brown organized Chinook themed mugs and people who missed the opportunity to acquire one seemed interested in future opportunities. Merchandise related to the specialty (mugs, baseball caps, etc..) would be a good way to fundraise and to include people who can't attend the specialty.
  - i. Kristy pursued a possible opportunity to use Zazzle or Café Press to create Chinook merchandise and it looked very straightforward.
  - ii. Taylor suggests that merchandise could also be folded into membership: we could offer tiers of membership, with one option being a membership, and other options being a membership plus a Chinook item (ballcap, etc).
- d. Vicky: \$10 non-recurring fee for memberships (Membership is \$25; 40% penalty for non-recurring memberships), asks Jon what the purpose of this structure is. Jon clarifies that the fee is to incentivize people to choose the recurring membership. An

analysis of recurring vs. non would clarify how many members are paying the existing fee. Vicky states it would be easy to identify who is paying the fee.

- i. Corine raises the point that if you lapse in the credit card associated with PayPal, you will incur the fee because the membership cannot autorenew with an outdated card. Updating information with PayPal is the easiest solution. Having the numbers for who is paying the fee will clarify if people are unintentionally lapsing.
  - ii. Jon states that there hasn't been any negative response to the current membership and fee structure.
  - iii. Denise raises the point that some people may not feel comfortable leaving credit card information available to facilitate recurring memberships.
  - iv. Denise also suggests promoting the membership discount for recurring memberships more clearly on the page.
  - v. Vicky: 17 people in the last fiscal year paid the additional amount for a non-recurring membership. An analysis of membership types might be worthwhile to determine if the membership tiers are impacting renewals and new memberships. (to be moved to unfinished business for next meeting)
  - e. Family membership option should be more transparent; language is on the page but it seems that it should show up upon renewal
    - i. Denise: can we have a family membership that goes to one email?
    - ii. Jon: we need a revised text to add to the website. Once we have the language for the membership information, changes can be made to the website. Denise suggests that Jon pitch some options for the board to respond to. This raises the question as well about the utility of the family membership and what other options are available.
  - f. For next meeting:
    - i. Monthly budget numbers
    - ii. Bob's schedule of events
    - iii. Memberships and income
    - iv. Possible option for a store
    - v. Family membership
  - g. Doodle poll attendance compliance: how best to get responses?
    - i. Long term goal could be to have a set monthly meeting day
    - ii. Taylor's instructor schedule is currently too variable to make that suggestion viable, but it is an option for the future. Until then, Taylor will continue to send reminders.
18. The next COA Board meeting is scheduled for a date between December 2-13<sup>th</sup> 2019, to be decided via Doodle poll.
19. Approval of Minutes  
**Motion 2019-31**  
Motion by Denise, Second by: Vicky  
*I move that the October 30 2019 minutes be posted and approved by unanimous consent within 48 hours of posting.*
20. Adjournment  
**Motion 2019-32**  
Motion by Denise, Second by: Corine  
*I move that the October 30 2019 Board meeting be adjourned by unanimous consent following email approval of the minutes. If there are no objections by the conclusion of the vote on the minutes the meeting will be adjourned.*