



January 21 2020
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. Brendan/Mary Aldrich
 - vi. Jon Jolly
 - vii. Karen Hinchy
 - viii. Bob Cottrell
 - ix. Corine Lindhorst
 - b. Absent:
 - i. Kristy Jolly
 - ii. Jude Griffin
2. Report of President
 - a. Thanks for all the hard work organizing events over the last month!
3. Report of Vice-President
 - a. Nothing new to report
4. Report of Secretary
 - a. Secretary has nothing new to report
5. Report of Treasurer
 - a. Financials and report went out yesterday. Still in a strong cash position.
 - b. There was a donation in November for a dog who had passed away, and Vicky communicated with the owners to see where they wanted the money directed. It has been deposited in general funds.
 - c. Annual budget discussion (John). Line items/budget items went out for review.
 - i. Denise reviewed items since last meeting. She noticed that the budget for the specialty is non-inclusive of winners awards, which will need funds allocated. Keeper plaques are also going to be an item.

- ii. Vicky responds to Denise: the specialty is one of the only exceptions to the budget. When the budget is done, the information for the specialty is incomplete. So the COA adopts a budget and then later in the year adopts a specialty budget that is amended for specialty specific items.
- 6. Report of Bench Chair
 - a. The specialty is in Kalamazoo Michigan on June 10th. The judge Rick Gann has sent in his contract. Registration will begin at the start of February. Denise and Brendan are actively working on shirts and other items for the specialty. Additional efforts for marketing are also being explored.
 - i. Denise question: application approval from UKC. Mary clarifies that the application will be available in mid-February per the UKC.
 - ii. Denise also adds that special rates for hotels will be piggybacked on rates already available.
- 7. Report of Communications Chair
 - a. A post up for the winter carnival has been added to the COA website.
 - b. Additional updates on the website: new email for expiring memberships to remind them after three months lapsed (with information about member benefits).
 - c. Primary article for upcoming CQ is in the works.
 - d. Denise comment: there has been a lot of activity on Chinook specific pages on Facebook that are potentially fruitful for articles in the CQ or information on the website. Jon agrees that reaching out to Sherry Hung in particular would be worthwhile.
 - e. John comment: there have been a couple of great conversations on Chinook Facebook pages so next step is turning these conversations into actionable items.
- 8. Report of Membership Chair
- 9. Report of Health & Genetics Chair
 - a. Annual review and population review in the works
 - b. Input on two potential health studies that we could be working on are also in the works
- 10. Report of Historian
 - a. Nothing new to report.
- 11. Report of Regional Activities Chair (vacant)
- 12. Report of Rescue Chair (vacant)
- 13. Report of Registrar
 - a. Nothing new to report
- 14. Report of Working Dog Program Chair
- 15. Report of Committees
- 16. Unfinished Business
 - a. Budget line item review
 - b. 501C committee business
 - c. Monthly budget and membership income analysis
 - d. Additional thoughts on a Chinook merchandise store
 - i. Denise will dispense information about setting up a merchandise store based on her past experience. We can pick and choose desired items and set it up in a store. The way the program works is that everyone can buy and ship individually and the company, based on the sales, will give us 15% of the gross sales. (this will be new business in February meeting)
 - e. John has asked Jon to add more information for lifetime members on the website. Jon will work with Ed Bigos to get names and description of current lifetime members for the website. Jon says the information for the lifetime members is already available, just not public.

17. New Business

a. **Motion 2020-1**

Motion by John Seconded by Denise

Motion for communications chair to spend up to \$250 dollars on targeted Facebook ads to promote the Chinook Winter Carnival

Discussion: Denise wonders if location targeting outside of NH would be feasible (surrounding states). We can also target the ads to specific demographics if desired. Denise would like a more precise estimate. Corine asks how we will measure the success of the advertisement (group size, survey). Jon asks what else we are spending available money on. Karen indicates that the Chinook is featured in a local Tamworth publication but that that might not be wide enough marketing. Even with the complexity of Facebook advertising, we may as well attempt the advertising blitz and ideally not limit it to dog lovers.

Motion passes with 9 yes, 2 absent.

b. **Motion 2020-2**

Motion by John Seconded by Denise

Motion to make a monetary donation of ~~\$50USD~~ 100USD to the Tamworth Historical Society on behalf of the COA

Discussion: Denise proposes a revision to 100USD as the amount donated. Vicky raises the possibility of a membership (supporter, business, sponsor). Jon raises the point that a link to the COA from the Tamworth Historical Society website might be worth exploring (added visibility for our webpage). Karen brings up that for simplicity's sake for now, a donation while we explore the ongoing aspects of membership is an easy route.

c. **Motion 2020-3**

Motion by John Seconded by

Motion to donate an amount to the Remick Country Doctor Museum and Farm for \$100USD on behalf of the COA

Discussion: How would an individual membership work (Denise)? Possibly this is the only option available. John revises the motion to change the language from membership to donation. Jon advises that we ensure that we are getting credit (public) for these donations. An annual write up of these donations would be good in the CQ.

d. Annual general membership meeting

i. John would like to have a membership meeting before his term as president is up. The June meeting at the specialty is a logical option for this and for handing things off to the next president.

ii. The new bylaws might govern the viability of this option, as will the schedule of the day. The format is one of the more challenging aspects. The bylaws do suggest that alignment with a UKC nationally sanctioned event is desirable.

e. Upcoming election cycle

f. Communications needed for forming a nominations committee, including timeline and messaging (Denise)

i. Information needs to be delivered to membership to ask if anyone is interested in serving on the election committee. Denise will draft a message to be delivered to membership.

g. Giveaways for the Chinook Winter Carnival

i. Denise has supplied quotes for tote bags and notepads (estimates sent as attachments via email)

ii. One of the things Denise worries about is how the expenses for giveaways really only benefit attendees. John suggests that leftovers could be sent to

other regional activities. Corine suggests that contact information for the COA be visible on the items or be included with the items. Karen has items leftover from the 100th birthday; the items are not paid for by the COA, but Karen is happy to donate the items. The board will take time to price out options and send a vote via email.

18. The next COA Board meeting is scheduled for second or third week in February, 2020 at 6:00 p.m. MT.

19. Approval of Minutes

Motion 2020-4

Motion by John, Second by Corine:

I move that the January 21 2020 minutes be posted and approved by unanimous consent within 48 hours of posting.

20. Adjournment

Motion 2020-5

Motion by John, Second by : Corine

I move that the January 21 2020 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.