



September 24th 2020
COA Executive Board Meeting and 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 of Board Meeting
 - a. Present:
 - i. Denise Reed
 - ii. Taylor Scanlon
 - iii. Vicky Delfino
 - iv. Hannah Collison
 - v. Kim Kramer
 - vi. Jon Jolly
 - vii. Kristy Jolly
 - viii. John Habermehl
 - ix. Corine Lindhorst
 - x. Bob Cottrell (joined during communication chair report)
 - b. Absent:
 - i. Brendan Aldrich
 - ii. Karen Hinchy
 - iii. Laurel Wilkinson
2. Report of President
 - a. Nothing new to report
3. Report of Vice-President
4. Report of Secretary
 - a. Nothing new to report
5. Report of Treasurer
 - a. Treasurer's report (attached in email)
 - b. Meeting with lawyer: if we don't have employees, directors and officers insurance may not make sense.
6. Report of Bench Chair
 - a. Received a heat map from Jon and membership information from Kristy.
 - b. Kim: requests for motions to be published more in advance so Hannah and Kim have time to review them.
 - c. Time of year for specialty: late September or October 2021

7. Report of Communications Chair
 - a. Jon put together a few different designs for modifications to the logo
 - b. Google ads: they weren't working properly, so Jon will review options
 - i. Google ads generically advertise Chinook.org
 - ii. Updated credit card info needed to restart the ads
8. Report of Membership Chair
 - a. Membership Report – September 2020
 - i. Current Membership Total: 218
 1. New Members (1): Garrett Wiley (MA).
 2. Renewed Members (5): Caitlin Gibson (MA), Cheryl Brown (WA), Darcy Davenport (NH), Arica Young (VA), Bruce Leader (MA).
 - ii. Puppy Memberships (9):
 1. Wachusett Chinooks: Amanda Famularo (MA).
 2. Spook Nook Chinooks: Grace Grinnell (CT), Andrea Patterson (CA), Cheryl O'Herron (NY), Jo Bracken (AR), Mary Newman (MO), Becca Hagen (NY), Olivia Graceson, Tyson Schoelzel.

Date	# of Members	Change
Sep-18	219	
Oct-18	231	12
Dec-18	234	3
Jan-19	243	9
Mar-19	246	3
May-19*	183	(63)
Jun-19	185	2
Jul-19	201	16
Sep-19	202	1
Oct-19	207	5
Feb-20	220	13
May-20	214	(6)
Jun-20	217	3
Jul-20	205	(12)
Aug-20	208	3
Sep-20	218	10

*It was discovered the system wasn't demoting membership status when the expire date hit. Once it was corrected, emails went to the members to renew. Some did but some didn't, thus showing the sudden decrease. There were 60 new members added in April/May, so figured it reduced by 123, with 60 renewals.

- b. Membership Goals for 2020-2021:
 - i. Set up the COA merchandise store – in progress
 - 1. Denise: questions of selection, access, quality, and warranty with Redbubble
 - 2. Store would have direct link so people do not have to navigate general marketplace
 - ii. 2021 COA Calendar contest – in progress
 - iii. Look into small membership trinkets/rewards for new members and/or long standing members or periodically send surprises (postcards, stickers, magnets, etc.) – 2021
- c. 2021 Calendar Contest
 - i. The email to solicit calendar photos went out on 09/19/2020 with a submission deadline of 09/28/2020. Don't forget to send in your photos too!
 - ii. Raising cost of calendars still a possibility: can take this up as old or new business next month

9. Report of Health & Genetics Chair
10. Report of Historian
 - a. Arranging for 2021 activities
11. Report of Regional Activities Chair
 - a. Nothing new to report
12. Report of Rescue Chair
13. Report of Registrar
 - a. Nothing new to report
14. Report of Working Dog Program Chair
15. Report of Committees
 - a. 501C(3)
 - i. Half the document has been reviewed for missing sections. Kim will finish the review, and send the document out for further consideration.
 - b. Breed standard committee:
 - i. Nothing new to report
16. Unfinished Business
 - a. COA store (Kristy)
 - i. Jon created a new Great American Adventure Dog logo that we will show you and we used as the first design for our merchandise store! I will do a screen share during the meeting to show the board the products and how they look in the store (as the buyer experience). If you want to see what's going on, please be on a computer for the meeting. We will screen capture it so we can send the video out after the meeting for those not on a computer.
 - ii. Questions for the store:
 1. When will we want to launch the store? Before Christmas or starting the new year?
 - a. Getting in on the Christmas season for gift purchases is a possible option
 - b. Store is in the final stages of completion and can be ready to go earlier. If Kristy is ready before the boarding meeting, we can have a discussion and vote via email.
 2. When do we add new logos? I was thinking to add some next spring/summer from some of our past logos.
 - a. The American flag logo
 - i. Hannah: the logo "Great American Adventure Dog" with the flag is fine
 - ii. Kim: Chinook Fun Spot is a generic Facebook group so is there a possibility of overlapping with the CCA's use of American dog/breed? Likely not as there's no copyright phrasing
 1. Is putting new content up on Redbubble difficult? It is not!
 3. How much of a markup do we want on the products? We can set a flat % rate on all products, or have a certain rate for clothing and a different one for household objects, etc.
 - a. Monies made in profit from the mark up could be used to give back to the membership (cards, trinkets).
17. New Business
18. The next COA Board meeting is scheduled for October 29th 2020 at 6:00 p.m. MT.
19. Approval of Minutes

Motion 2020-35

Motion by Denise, Second by Corine:

I move that the September 24th 2020 minutes be posted and approved by unanimous consent within 48 hours of posting.

20. Adjournment

Motion 2020-36

Motion by Denise, Second by Corine:

I move that the September 24th 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.