



October 29th 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. Brendan Aldrich
 - iii. Taylor Scanlon
 - iv. Kim Kramer/Hannah Collison
 - v. Jon Jolly
 - vi. Kristy Jolly
 - vii. Karen Hinchy
 - viii. Corine Lindhorst
 - ix. Laurel Wilkinson (joined 6:45pm MT)
 - b. Absent:
 - i. Vicky Delfino
 - ii. Bob Cottrell
 - iii. John Habermehl
2. Report of President
 - a. Nothing new to report
3. Report of Vice-President
 - a. Brendan has been incredibly busy the last few weeks but is now back!
4. Report of Secretary
 - a. Nothing new to report
5. Report of Treasurer
 - a. Treasurer's report (attached in email)
6. Report of Bench Chair
 - a. Received a heat map from Jon and membership information from Kristy.
 - b. Specialty location
 - i. From the heat map, it appears most of the membership is in New England, which makes that area a logical choice for the specialty.

- ii. Hannah reached out to American K9 Country. The facility has space for conformation, agility, and other dog specific activities. Cost is 1200/day for the entire facility (which includes cleaning).
 - 1. Corine comment: were the last three specialties on the east coast? Answer: no, 2019 specialty was in Washington. But it is true that many of the specialties have been out east.
 - 2. Karen comment: that facility was the 2005 specialty venue. It's in southern NH which makes it more accessible for south eastern members. It's also close to historically relevant sites. Hosting multiple events at once can be complicated.
 - 3. Denise comment: 35 entries in a class in the 2017 specialty. If the entry fee for each class is 35/entry, total is roughly 900 for entry fees. There are additional fees but the area has a lot of Chinook owners so likelihood is more will attend.
 - 4. Corine question: is this in conjunction with a UKC event? Answer: no, but this allows for a wider range of activities.
 - 5. Jon comment/suggestion: we could use this event for marketing purposes. Hire a videographer to get nice videos for the events.
 - 6. Karen: a day and a half could afford more flexibility for events. Confo on one day, a family event on the other day. Denise: a Saturday and Sunday would be better to allow for more people to attend.
 - 7. COVID policy: if the NH government is allowing events, the facility will allow the event. If the government prohibits events, we will be refunded.
 - iii. Time wise would be first weekend in October 2021.
 - iv. Kim: the space is suitable for indoor or outdoor use.
 - v. Kim would like to research entries across the last 5-8 years. For a future meeting, discussion around having set venues for the specialty would be ideal.
7. Report of Communications Chair
- a. Has been assisting Kristy with the calendar contest.
8. Report of Membership Chair
- a. **Membership Report** – October 2020
 - i. Current Membership Total: 228
 - ii. New Members (3): Charlsy Waldo (DC), Adam Maher (NY), Sheree Gorton (NH).
 - iii. Renewed Members (20): Sammi Wingo (CA), Shirley Jackson (NH), Heather Osborne (CT), Anastasia Logan (WA), Elizabeth Daliere (VT), Marcy Bauer (ID), Steve Giordano (MA), Dean Campbell (ON, CA), Tamara Anderson (IN), Steven McIntosh (MO), Cameron Kortze (NJ), Ruth Anne Collins (NH), Emma Schenker (MA), Heather Reynolds (VA), Noelle Harteveld (NJ), Lindsey May (MI), Bob Cottrell (NH), Chris Folger (MI), Leslie Donais (NH), Joyce Lin (WA).
 - iv. Puppy Memberships (6): Birch Hollow Chinooks: Donalda Secor (MA), Sherry Kim (OH), Candice Laurence (NJ), Craig Smith (NY), Pete Spencer (NH), Rod Lumsden (WA).

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
Oct-20	228	10
<p>*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.</p>		

b. Membership Goals for 2020-2021:

- i. Set up the COA merchandise store – in progress – will open in November
- ii. 2021 COA Calendar contest – in progress – putting together now, will set up to sell in November
- iii. Look into small membership trinkets/rewards for new members and/or long standing members or periodically send surprises (postcards, stickers, magnets, etc.) – 2021 project

c. 2021 Calendar Contest

- i. The calendar contest voting has closed at a whopping 208 votes!!!! (Best turnout ever, last largest was 163 votes in 2017. Take that US Election!) One photo in summer had 89 votes- it was a clear winner from the beginning and I think the highest voted photo since I've been doing this contest. Interestingly, although the voting was at an all-time high, the photo submissions was

actually lower than the last few years, coming in at 135 photos total (including Rainbow Bridge photos). I will work on the calendar in the next few weeks and hope to get it out for sale in mid-November.

- ii. Cover contest donations came in at \$170 and new membership fees for people to partake in the calendar contest and submit photos was \$135. Details below:

Cover Contest Donations	Amount	Additional Donation	New Mewmemberships	Amount
Karen Tempesta	15.00	x	Charlsy Waldo	25
Marion Koenigsmann	15.00	x	Adam Maher	35
Jane Cox	5.00	x	Sheree Gorton	25
Debbie Crovicz	10.00	x	Sammi Wingo	25
Donna Magoon	25.00	20	Lindsey May	25
Victoria Escalle	5.00	x		
Penthe Burns	5.00	x		
Marlene Goist	5.00	x		
Kelly Hall	5.00	x		
Richard Moore	15.00	x		
Carol Zuckerman	5.00	x		
Margaret Hughes	5.00	x		
Chance Felisky (& Loki)	30.00	x		
Laurel Wilkinson	15.00	10		
Adam Maher	10.00	x		
	170.00	30.00		135.00
Number of Photos				
Cover	28			
Months	97			
Rainbow Bridge	10			
Total	135			

- iii. Calendar price was \$16 in prior years, I suggest to increase it to \$18 to help cover some of the higher costs.

- iv. Two motions in new business

9. Report of Health & Genetics Chair
 - a. Nothing new to report.
10. Report of Historian
11. Report of Regional Activities Chair
12. Report of Rescue Chair
 - a. In search of a new chair
 - b. Corine suggests maybe having east and west coast branches for rescue
13. Report of Registrar
14. Report of Working Dog Program Chair
 - a. Laurel is looking at different certificates for the WDP classes (or may wait for updated logo).
 - b. For ribbons, piggybacking onto another order is likely to be economical.
15. Report of Committees
 - a. 501C(3)

- i. I completed my basic review of the draft and have forwarded the draft to Denise and Vicky for review, and I assume the formation of a C/Bl Review Committee. I believe that I don't have any outstanding steps at this point. Of course, I remain happy to assist in any way.
 - b. Breed standard committee:
 - i. We converse regularly, mostly on the weekends. I have suggested (mildly) that we try to settle on the topics we want to address by US-Thanksgiving, with the idea that we have draft revision language by the end of 2021-Q1; we have not decided on a schedule yet.
 - 1. Jon comment: CCA has been on a fairly expansive Instagram marketing campaign. They've used UKC, black and tan, and outcrossed dogs. Given the differences in the standard this is a little curious.
16. Unfinished Business
 - a. Chinook merchandise store next phase of development:
 - i. Set up the second logo so we have two logos with both the light and dark backgrounds (the "Great American Adventure Dog" and the Chinook one without the American Flag)
 - 1. Kim: what is the overall availability of merchandise? Kristy: a wide array within reason (tote bags yes, shower curtain probably not).
 - ii. Clean up the collections (make sure the main items are available, decide what to have available on the extra stuff like household items, etc.)
 - iii. Set the prices with a 10% markup on all items
 - iv. Open the store!!!
17. New Business
 - a. **Motion 2020-37**
 Motion by: Kristy Seconded by: Brendan
I move the COA Board use the createcalendarphotos.com website to use the website's store to sell our 2021 COA Chinook calendar, same as the previous year. The calendar price will be set at \$18 for the 2021 calendar.
 Motion passes by unanimous consent of members present.
 - b. **Motion 2020-38**
 Motion by: Kristy Seconded by: Kim
I move that the COA open an online merchandise store ~~with~~ through (amended by: Denise) the website Redbubble.
 The motion passes by unanimous consent
18. The next COA Board meeting is scheduled the first two weeks of December 2020 at 6:00 p.m. MT. Doodle poll to go out this week to confirm a date.
19. Approval of Minutes
Motion 2020-39
 Motion by Denise, Second by Brendan:
I move that the October 29th 2020 minutes be posted and approved by unanimous consent within 48 hours of posting.
20. Adjournment
Motion 2020-40
 Motion by Denise, Second by: Brendan
I move that the October 29th 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.