Minutes of a Board Meeting held 2019-04-20
Held online by voice conference
Boston local time

Chair: Michael Norsworthy
Also present: Matthew Cabrera, Daniel Davies, Keiran Stevenson, Matthew Flentje.
This formed a quorum.

Called to order at 3:08pm Boston local time

Matters raised by Daniel Davies:
Discussed: Effectiveness of our video of our first convention, and of our first in-person video interview.
Results: We decided that a good place to start would be to have more skilled camerapeople with better equipment who can be more readily available.

Discussed: Furry podcasts and Youtube channels
Results: We identified several possibly relevant websites and networks. We resolved to create our own podcast and promote it through these channels. We also decided to get in contact with the people who run some of them.

Discussed: When is our next event?
Results: A convention was selected based on responses we have had from multiple candidate conventions. We chose members of our staff to represent us at this event based on their availability, proximity and involvement with the event.

Discussed: When will we make our next large scientific article or whitepaper?
Results: It was agreed that this should be postponed for the time being.

Discussed: Who are we networking with?
Results: We agreed that our content creation activities will increase networking opportunities, particularly with online 'influencers'.

Discussed: Making better use of the people we have.
Results: It was suggested our volunteers could assist in spreading the word about us on multiple social media websites connected to those who are most likely to be interested in us. We agreed that we also need more decision makers on the team.

Discussed: Website - FAQs and cycling the banner
Results: we decided to ask our IT officer how this can be implemented.

Matters raised by Michael Norsworthy:

Discussed: Board functions - effectiveness, re-election, record keeping.
Results: We decided to avoid dwelling on unnecessary details. We began to consider how we should find new board members to increase our board's size. Two staff were tasked with improving record keeping and accessibility. A vote took place on amending our policy of which data is publicly and privately available (5 in favour, 0 against, 0 abstained/recused).

Discussed: Organizing our people and decision pathways
Results: We decided to hold meetings which are more open to volunteers and the public.

Discussed: Additional decision makers
Results: It was suggested that we should post job advertisements on the website. Some staff were identified as underutilized or not proactive enough.

Discussed: Resolving concerns about incentives and gifts for volunteers.
Result: It was agreed based on interpretation of the applicable laws, that we would be able to offer volunteers items as thank-you gifts but only if unannounced and not planned as incentives.

Discussed: Community chat systems online
Results: Our staff member recommended postponing the forum in favour of continuing to use existing infrastructure until we are a larger group.
We agreed to continue training/developing moderators.
We decided not to advertise for these and to use our existing pool of volunteers.
To grow the userbase, cosmetic ideas were suggested.

Discussed: Research grants.
Results: It was determined that we are not on target to give a full fellowship during 2019.
Smaller grants were suggested as a suitable stepping stone. A vote will be required to authorize the budget. Possible research partner organizations were mentioned.

Discussed: Our wiki.
Results: Progress is noted with presentation and content. Three volunteers were observed to be contributing the most.

Discussed: How to implement fellowship/grant funds transfers.
Results: Suggestions were made about asking universities how to work with them. A response was given that this is not worth worrying about until we have the money ready.
We decided to specifically fund costs. We decided to proactively approach researchers of interest.

Discussed: Bridge-building
Results: We resolved that we must do more than merely build bridges. We noted that one of the organizations we had contacted might wish to work together but was not yet ready for research funding. We decided to work out what other organizations would need.

Discussed: Fundraising
Results: Significant progress was noted, for example that we were now exceeding our target set in January by more than 2.5x. A target of 1 new subscription donor per week was mooted. Merchandise was suggested as a freebie at conventions and events, for brand awareness. It was suggested to advertise our merchandise store on our podcasts and videos. Seeking large grants was deemed to be unsustainable on a low donation income.

Discussed: Outreach
Results: we resolved to do at least one more in-person event in 2019 if possible. We decided we need someone to write our newsletter.

Discussed: Corporate & compliance
Results: Form 990-N and state registrations done. The renewals are commencing. These will be annual from here on. A need to scan and update some documents and double-check checklists was highlighted and assigned to the president of the board.

Discussed: Project management methodological integration.
Results: A major team collaboration and project management suite will be tried and integrated with our chat system.

Matters raised by Matthew Cabrera, postponed due to time constraints:

* Should create a workload chart
* Who has what project
* And enforcers
* Who can make sure that the project management system is followed
* How would we coordinate between top and bottom if people are running around being "decision makers"
* we do need to task people. Especially if we're relying on others to complete things with deadlines, we need to be able to know where they are exactly
* If they cannot finish it then we have time to reassign it or complete it ourselves as a board
* That and we know our volunteers have lives outside the org

Adjourned at 5:28pm Boston local time.