

WASH BOARD OF DIRECTORS MEETING

FEBRUARY 23, 2021

CALL TO ORDER: 7:07PM

ROLL CALL:

Paul Murray, Kelly Gann, Lisa Berglund, Tim Browne, Amanda Jones, Lorrie Crumpler, Dave Imas, Kylo Murray-Gann, Killashandra Murray-Gann

Minutes of Last Meeting: adopted November 15, 2020

Report of President: Paul

Report of Secretary: Lorrie

WASH is now up to 136 members

Report of Treasurer: Judy

Absent from meeting

Report of Committee's:

* Sunshine Committee: Kelly

Reports she has sent out numerous cards to members, the cards were well received.

* Display case at Fidos: Kelly Gann and Lisa Berglund

Nothing new to report, asking for any new ideas. Possibly a small poster?

* OLF Committee: Tim

Discussed the organizing of OLF and Clinics during this time of COVID-19 shutdown and the group sizes that are allowable are now up to 15. For the welfare of all, we will wait until it's safe to do so.

Update on Logo: Lisa and Kelly

This is on hold right now. We discussed opening it up to the membership to submit designs, or possibly looking for a professional logo designer.

Communications Committee: Amanda

The January webinar "Fireside Chat with Norm Close" was very well attended and the feedback was great. This was done on Zoom and worked well. Amanda hosted and asked questions, and Lisa was the moderator. There was a Q&A at the end.

The next "Fireside Chat" is being held on March 10 with Patrick Shannahan. Patrick has some different ideas to share regarding ways of feeling sheep and dogs. This will also be on Zoom.

Discussed the possibility of a 3rd webinar on "Mental Management" with Nancy Reyes from Chicago. Her fee is \$10/pp with a \$300 min.

We discussed how to cover the fees for future webinars. Would we want to charge members? If so, how would the registration and payment be processed? Through PayPal or Wix?

WASH covered the fees for Norm Close and Patrick Shannhan because these are handlers that are known by the membership and familiar in the herding community. "Mental Management" would be something new. A Novice handler vs. an Open handler might place different values on this. We talked about the possibility of doing a level 2 Mental Management webinar in the fall.

The webinars are a very valuable tool for all WASH members – including those not living in Western Washington.

These three webinars will end the first series, then we'll discuss how/if to proceed forward.

Update on the February Newsletter:

Amanda would like to upgrade MailChimp \$9.99-14.99 (\$120-180).

There has been great feedback about the newsletters. They are very much appreciated. Lisa would like other Board members to collaborate in helping come up with good questions and answers for the crossword puzzle.

WASH Point Awards: Kelly and Lorrie

Discussed possibly a custom clock award with the handler and dog team. WASH award info could be put on the back side of the clock as to not make the clock too busy.

Other ideas: Boomerang Tags, Leashes, Duffel Bags and Stock Sticks, a garment with embroidered logo and handler team/class/year, or Farm Diggity gift certificates.

Listing on WASH Page:

Do we want to create a website page for trainers to advertise? If so, we need to work out the details. Is this a free service or is there a cost? Or is it free for the first year and then a \$10-\$20 charge per year?

Who can advertise? Is it for WASH members only? In good standing for 12 months?

Open level handler? ISDS/USBCHA?

How do we vet those who would like to advertise?

Could we include a brief statement about the trainer, link to their website or information page, and then a series of intake questions?

We don't want to imply that we are certifying something.

These are all things we need to work out.

Do we also include a sale page for dogs, sheep or other items? Would there be a cost or would it be free to advertise? Is this for members only?

Name/Contact info: phone number, email, website, or Facebook. State product or service and one simple picture, one simple sentence with an embedded start/end date.

Agenda Items for next meeting:

Send to Paul or Lorrie

Update on Trainer Listings

New Points and Awards ready for membership comments

Meeting adjourned at 8:05pm

Motioned by Paul, Tim, and Lorrie