

Summit Therapy Board Member Minutes
March 7, 2017
Susan, Lyn, Brad, Jan and Donna present

Meeting began: 10:40am

I. Financials:

A. Jan shared the monies we have. It was decided on that we'd increase 'Advertising' and also include 'Marketing' on that line item - 'Advertising & Marketing' to \$800.00.

B. Brochures - Lyn will check into getting Brochures made at her office, as we are spending \$1.00 per copy at Office Max (on-line).

II. Interest in becoming members - Brad had four people contact him recently, then they did not follow up with him. It is possible they got scared off once they read 'How to Become A Member' from our website. We decided we need to meet these folks who are interested, in person and go through the packet with them. Also, to encourage and help folks who are feeling stressed about the process.

III. Website: simplify website. Jan will break up the packet and Brad will update it.

IV. Advertisement:

A. Put one contact person in the ad and that person will get their info and then pass onto the Board member who is closest to him/her.

B. Community Notes - can also utilize that in the paper.

C. Flyers - there are some at the Vet offices now. We talked of creating flyers that are just general about STA and not geared towards only READ - Brad will work on those. Donna will put the updated ones in Adoption Bags at Animal Shelter.

Donna will take

READ flyers to BAC & FKVH.

D. STA Calendars? Susan said she contacted Alpine Bank - we are on their list. Do we still want to create calendars? The Board voted no on that idea.

E. Animal Shelter website. Donna will ask to see if the shelter can add STA's Website link can be added to the shelter's website. Facebook, too.

F. ATD Flyers - will order more. They are free.

V. Future Meetings

A. July 26h - 6pm In the Community Center parking lot. Idea: STA is sponsoring a workshop for those 'Ever wonder if your dog could be a Therapy Dog?' Lyn will observe dogs, encourage and show what is needed for a person's dog to become a therapy dog. STA will have a table set up to explain STA and the READ program. Donna will look into availability to a room in case it rains. Or we will have an alternative day set up if it does rain. Lyn will brainstorm more ideas. Brad will look to see if this has ever been done and pass on ideas. We will run an ad in July and RSVP for space.

B. Rotary Breakfast: Brad & Max are going in May. We need one more team to join them.

C. Fall Yearly Meeting: Donna will look at calendar dates for Sept 26, 27 or 28th at Community Center. It is always good to have a Guest Speaker. We can check with Sarah, for Dog Nutrition and Lyn also said she'd be willing to talk about Positive Reinforcement.

Meeting adjourned: 11:50am