



**ESAA Board of Directors
Teleconference
January 24, 2018**

In attendance: Colleen Bell, Julie Brimble, Lynda Chase, Kathy Cunningham-Roy, Jane Flynn, Janet Gray, Judi Hunter, Dave Mates, Anna Quigley, Julie Quirk, Coleen Raber, Ross Rice, Lori Whorff. Guests Jennifer Strickland, Larry Coldiron, Lisa LeTourneau.

The meeting was called to order at 8:35 PM EST.

The sole purpose of this meeting was to discuss the proposal by the eNewsletter committee on advertising. We have always had advertising in our printed newsletter, and members have been asking if there would be an opportunity to advertise in the eNewsletter format.

Jennifer Strickland summarized the goals of the proposal as a joint effort between the eNewsletter and the ESAA web site. We would be looking for an advertising coordinator to take on this task. The hope is that there will be a link from the newsletter to the web site.

The meeting was then opened for questions.

Clarification was asked about the proposed monthly fee. Will it be for the month in which it is advertised in the newsletter, or is it the duration per month as to the time in the web site archives. It was clarified that it will be a monthly fee for the newsletter advertisement, and the duration of the archived time will not be extra.

Numerous Board members thought the suggestion of \$25 per month was a very reasonable amount. There is also the possibility of a multi-month discount.

Another question was asked about who would be verifying advertised information for accuracy of statistics such as health clearances, etc. It was discussed briefly among the committee members, but a definite policy has not yet been determined. There might be some ads which would not include statistics, so requiring verification would not be necessary. An ad that includes claims about health clearances, standings, etc., would require some kind of verification by the advertising coordinator.

A potential timeline was requested. Jenn indicated the first step is to get an advertising coordinator, after which there would need to be a plan between the eNewsletter advertising and links to the web site. It will probably take several months to get off the ground.

It was clarified that only ESAA members can advertise. Some things that are possible are advertising regional specialty shows, ESAA members advertising puppies, ESAA members selling dog-related goods and/or services, etc. Members will not be permitted to advertise sales of non-dog related items.

There was some discussion about whether there should be a differentiation in price between a “brag” and advertising products. At his point in time the consensus was to keep things simplified at first, and tweak it as needed in the future.

A Mates/Whorff motion was made to begin to look for an advertising coordinator through an e-blast and facebook ad. The motion passed without objection

A Mates/Whorff motion was passed to compile a listing of members who might be interested in providing an advertising service to also be included in the e-blast and facebook ad.

A Quirk/Hunter motion was made to approve uploading the advertisements to the ESAA web site where they can be viewed by members as well as non-members. The motion passed without objection.

A Mates/Whorff motion was made to set a price of \$25 for one of month advertising in the eNewsletter, with a multi-month discount to be determined by the eNewsletter committee. The motion passed without objection.

The meeting was adjourned at 9:22 EST on a Mates/Quigley motion.

Respectfully Submitted,

Coleen M. Raber

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ESAA Secretary