

## Humane H.E.L.P Board Meeting Minutes

1 July 2024

1008 – 1109 am

Zoom & In Person @ Humane Educators of Texas: 105-A Tradesmen Dr, Hutto, TX 78634

**Attendance:** Kelly Thyssen, Alexis Fine, Kasey Schwartz, Tabitha Blewett, Mary Brown, Bekha Montie, Cathy Bustos

**Not in Attendance:** Amanda Moore & Shyah Johnson

### Order of Business:

Unfinished business

- Last meeting minutes approval:
  - Kelly motioned to approve the minutes with no alterations
  - Kasey seconded the motion.
  - All in favor, none opposed. Motion carried.
- Tomahawk Sponsorship status:
  - No updates at the time of the meeting. Kelly is waiting for the board to discuss and finalize the sponsorship levels.
- Kelly reviewed the NACA Summit & HSUS Expo:
  - NACA summit was a success. Many new contacts were made.
  - Tabitha did a presentation on the role of professionalism in animal care and control in regard to state associations. Included in that presentation was encouragement that associations prioritize their members mental health as part of their considerations.
  - There was another speaker that discussed mental health and peer support in animal welfare. She had a good presentation and referenced several scientific studies, however, she pointed out that most of these lump animal control and law enforcement together and they should be studied separately. Possibly could get Colorado State involvement.
  - Kelly also gave a talk about Humane HELP, our mission, and goals for the organization. There was a lot of interest from attendees including a contact in Chicago that has now booked Kelly to come up and do compassion fatigue training for the entire department as well as the medical examiner's office.
  - HSUS Expo was also very successful. Kelly and Tabitha spread the word about Humane HELP at their booth. They also saw lots of interest from attendees.
- By Law Changes:
  - Tabitha reviewed the proposed changes to the by laws that define the Mental Health Coordinator position as well as amend the attendance policy for that one position. There were no suggested changes or alterations to the changes that had been emailed to the board.
  - Alexis motioned to approve the changes as read.

- Kelly seconded the motion.
- All in favor, none opposed. Motion carried.
- Sponsorship Tiers:
  - Kasey and Kelly have been working on defining the sponsorship levels for both corporate as well as individual recurring sponsorship. Kelly also made a mockup of visuals to be used to show the different sponsorship levels.
  - Corporate sponsorship levels are as follows:
    - Gold (\$5000/year)
      - Business link on HH website
      - Monthly shout outs on social media
      - Logo on ads, flyers, programs, and care packages.
      - Branding opportunities on conference swag or promotional products used on deployments.
      - Logo on signage/banners at conferences, events, and trainings.
    - Silver (\$1500/year)
      - Business link on website
      - Monthly shout outs on social media
      - Logo on ads, flyers, programs, & care packages.
    - Bronze (\$250/year)
      - Business link on website
  - Individual recurring sponsorship levels are as follows:
    - Mentalist (\$50/month)
      - Sout out on social media 6 times a year.
      - Discounts on classes with our training provider partners
      - Two free compassion fatigue courses
      - Free Humane HELP t-shirt
    - Arm Chair Therapist (\$25/month)
      - Shout out on social media each year
      - Discounts on classes with our partner training providers
      - One free compassion fatigue course.
    - Self-Help Guru (\$10/month)
      - Shout out on social media each year
      - Discounts on classes with our partner training providers.
  - All board members were in agreement to use the levels and mockups Kasey and Kelly put together with the following changes:
    - Change the image for the bronze level sponsorship
    - Change the image for the Armchair Therapist sponsorship
    - Correct spelling and grammar mistakes.
    - Sponsorships will be for the remainder of the calendar year the donation was made.
    - Sponsorship will not include a membership since the memberships are designed to be an involved membership, not just a financial help.
  - T-shirts:

- Kasey knows a company in Lampasas that her shelter uses for their shirts, and she will get quotes for t shirt orders. This vendor can either do a bulk order or set up a link so people can place an individual order on their own.

## New business

- Shelter Care Packages:
  - Tabitha discussed the shelter care packages Humane Educators of Texas has been sending out. When a shelter or agency either makes a post or is known to be struggling, Kelly and Tabitha have been sending an Instacart order to that agency with things like a case of water, case of Gatorade, popsicles, and other snacks along with a note or email letting the staff know they are seen, and we know how hard they are working and other words of encouragement. The packages have been VERY well received thus far. Tabitha suggested that Humane HELP take over these packages instead. Mary agreed that this would also help spread the word of our organization which would hopefully get more help to more people and agencies. We further discussed whether there should be a financial cap on each order before a board vote would be necessary. We discussed the cap be \$100. If an organization was found to be very large and needed a larger order, a board vote would be required, but could also be an email vote. A new meeting is not necessary. All board members will keep an eye out for any agencies they know are struggling and will let the other board members know so a care package can be sent out.
- Peer Support/Mental Health Survey Update:
  - Kelly launched the survey during the HSUS Expo. It was encouraged that attendees complete the survey. Kelly also shared the survey to several Facebook groups. So far, there have been 57 responses. The current results show that the first resource people want their employers to provide is a stocked breakroom. This correlates with how important Maslow's Hierarchy is to mental health. The second thing people want their employers to provide is some sort of paid exercise time.
  - The response to the question that addressed whether their mental health affects their life saving ability was surprising. More than 70% said that either yes it does or it sometimes does.
  - Alexis will share the survey on other shelter related Facebook groups as well to help get more responses. Other board members are also encouraged to spread the word about the survey as well as encouraging their staff to take it.
- TACA Partnership & Conference:
  - Kelly talked about TACA approaching Humane HELP for a potential partnership focused on mental health. Jamey (TACA board president) said he has been in talks with BetterHelp.org to see if they can get a partnership so ACOs in Texas can have access to mental health services. He asked Kelly if there was anything Humane HELP would be interested in to find a mutually beneficial partnership.
  - Kelly also stated that the TACA board of directors voted to give Humane HELP a free booth at the 2024 conference. Kelly and Tabitha will be there for HETX, so they cannot be relied on for help with the booth. Alexis will be there as a speaker, so she does not need a paid registration. She said she is willing to help at the booth. Kasey said she would be able to help with the booth as well. Bekha said she would be willing to help,

but she needs to make sure she can clear it with work first. Tabitha also mentioned that Shyah had previously stated she was interested in helping. Tabitha said she would talk with her about it next week. The booth space comes with two included registrations and Humane HELP will pay for one hotel room for the two registrants to share. Will finalize who the registrants are at the next meeting.

- There was more discussion on what a partnership with TACA would look like and the following was decided:
  - TACA members will get a \$25 discount on any Compassion Fatigue class.
  - TACA members will get a \$100 discount on any ICISF class sponsored by Humane Educators of Texas.
  - TACA will get a link on the Humane HELP website as a corporate partner.
- Kelly will set up the discount code for these.
- There was discussion regarding whether the mental health training courses should be kept under Humane Educators of Texas or moved to Humane HELP. We discussed either moving it completely so the registration would be through the HH website and all proceeds would go directly to HH or keeping it under HETX then HETX would make a donation to HH each time a class is taught. Kelly and Tabitha agreed to discuss it further and would report back to the board at the next meeting.
- There was discussion regarding what we need to purchase to prepare for the TACA booth. It was agreed that we have enough giveaways left over from TX Unites so no further swag items need to be purchased. Kelly had previously emailed out mockups of some banner ideas to the board. She said the approximate cost of each of the banners was around \$180 each for a retractable banner. She also said she thinks the cost of a table runner would be around \$100.
- Kelly made a motion to order the two banners and table runner
- Mary seconded the motion.
- All for, none opposed. Motion carried.
- T-shirts:
  - There was discussion regarding the t shirt designs for donors that had been previously emailed to the board members. We discussed which of the designs we liked, and the one agreed on was “Take care of you so you can be there for them” with Support Animal Welfare Professionals” below. There will be two versions, one black and one teal.
  - Kasey will get quotes on the cost of the shirts. We discussed also ordering enough to sell at the booth at TACA.
- Board Mental Health Check Ins
  - As per the requirements of board members and peers, we are all required to meet with a counselor or therapist at least once a year to ensure we are doing well and ready to help others.
  - Alexis stated she has found a therapist and has been going for a few weeks. Had her first EMDR session.
  - Kelly has found a therapist but is waiting for insurance to approve it
  - Tabitha has recently found her insurance covers therapy and is working on finding a therapist.
  - Mary has a therapist she sees on a regular basis

- Bekha is going to find one soon.
- All other board members are tasked with working on finding a therapist to meet with.

**Action Steps:**

- Kasey
  - Get quotes and information about shirt orders from the vendor the shelter uses.
- Kelly
  - Order banners and table runner
  - Set up recurring payment options in various apps
  - Report partnership discussion to TACA & set up discount code
  - Confirm booth at TACA
- Kelly & Tabitha
  - Will discuss whether to move the trainings to HH or keep with HETX.
- Alexis
  - Post the survey to multiple shelter Facebook groups
- Tabitha
  - Coordinate Tomahawk sponsorship
- All board members:
  - Get with a therapist or counselor soon for annual check in if they aren't already seeing someone
  - Share the survey to as many people as possible
  - Report to the board if they know of an agency or shelter that is in need of a care package.
  - Settle schedules and commitments regarding helping with TACA booth and conference before the next meeting

**Closing:**

The next meeting will be 25 September 2024 @ 1000 am

Meeting adjourned at 1109 am