

Pet Carers Alliance Meeting

Date: 7/28//2024

Time: 10:00AM

Location:

Windell Portraits

7501 Bridgeport Way W

Lakewood, WA 98409

1. Welcome and Introductions
 - a. New attendees
2. Summary of last meeting:
 - a. Industry ethics/regulation
 - b. Create a trusted network
 - c. Create a path to continued education
 - i. [Mentorship program for new members](#)
 - d. Requirements for members
 - e. Non-Disclosure Agreement - Safety for all members
3. Today's goals:
 - a. Core Values
 - i. [How do we want lay people to feel when they hear about us:](#)
 1. [Confident in our members](#)
 2. [Relieved to not have to research every part of their pets' needs](#)
 3. ["These people have papers" -Convey safety like breeders, certifications, endorsements](#)
 - b. Vision
 - c. Mission
 - d. Name
 - e. Basic understanding of plan to move forward ([met with an expert in nonprofit organizations](#))
 - i. [We don't need to file anything as long as we are not collecting any money](#)
 1. [Discussed taking turns bringing snacks and decided snacks ARE necessary](#)
 - ii. [Non-Profit needs 20 core members, 40 at each meeting](#)
 - iii. [Pathways to creation](#)
 1. [On our own-](#)
 - a. [5+ officers](#)
 - b. [Board](#)
 - c. [bylaws](#)
 2. [Foundation Sponsor](#)
 - a. [Create a presentable plan](#)
 - b. [Identify sponsors to contact](#)
 - f. Roles/Responsibilities Intro
 - i. [Options and expected time commitments](#)
 - ii. [Realistic expectations and respecting your time and effort](#)

- iii. How do YOU want to be involved?
 - g. Top 3 takeaways
 - i. growth/recruitment
 - ii. Core values, vision, etc
 - iii. messaging/marketing
 - 1. Get the word out
 - 2. Have a place to send people up learn what we are doing
 - 3. Canned email message
 - 4. Email account for the organization-name first
- 4. Future Goals/To Do:
 - a. Identify Roles
 - b. Create Committees
 - c. Create a timeline with specific tasks
 - d. Research and develop requirements for membership and application process
 - e. Grow the team!

Tasks

Everyone: determine your desired level of involvement, recruit!

Poppy: Scouting

Kendra: Mission/Vision

Cari: Snacks for next meeting, organization name

Risë: Donating portraits for members

Gabz: Wording for recruitment, research how to handle audio for Zoom at future meetings

Steph: foundation research, Landing page

<https://notredog.com/ethical-pet-care-alliance>

Next meeting: August 25th 10:00 at Windell Portraits

Goals:

More people- if someone doesn't want to join, ask if they may know someone who does.

We need members from all sub industries:

Veterinarians

Vet Techs

Other vet staff/owners

Dog therapies - massage, PT, Chiro, etc

Behavior consultants

Trainers

Groomers

Breeders

Dog walkers

Daycare

Boarding
Rescues
Show judges?

Role	Category	Description	Current Expected Time Commitment
Board	Board	You will serve a predetermined term on the Board of directors, attending monthly meetings and guiding the future of the organization. Your term will not exceed 4 years.	None beyond attending the monthly meeting for now.
Founder		You want to be involved in everything and play a huge part in getting started and sustaining the organization for many years.	Weekly communication at least. Likely have additional meetings between the main one each month.
Shaper	Volunteer	You show up to meetings and voice your educated opinion in our creation and goals.	3-5 hours per month
Committee Lead	Volunteer	You organize and lead progress in a specific goal or category	10+ hours per month
Committee member	Volunteer	You help with specific pieces of a larger specific goal	6+ hours per month
Member- Pet Professional	Member	Pays to be a part of the organization. Undergoes application and evaluation. Ideally inspections etc.	Complete application process, pay a monthly fee, and complete all requirements to stay active. Expected time after approval is minimal.