

Meeting Agenda

March 7/26

AC Meeting

- ☒ How is everyone feeling with training/walking volume of clients per day/week? **Sam good, Chelsea increase volume to fill Thursdays.**
 - ☒ Goals for increasing? Or happy with current load? **Happy with current load.**
 - ☒ Training : Walking ratio - happy with current balance? **Maximum 2 walks per day.**
- ☒ Chelsea Thursdays
 - ☒ Stable walk clients to add to her weekly schedule? **Can fill Thursdays with walks temporarily until training fills those spots.**
 - ☒ Flyer situation - **Chelsea hand out flyers to nearby pet stores.**
- ☒ Other Advertising ideas
 - ☒ Goals for increasing? **Fill Chelsea's schedule to eventually get up to full-time**
 - ☒ Targeted social media? **Post and boost social media ads**
 - ☒ What do we want to focus our advertising on? **Puppies, adolescents, long term clients, seniors with disposable income in the new service area**
 - ☒ Adding more social media content from current sessions
 - ☒ Megan? **Already does a great job, will ask if she's willing to make posts for training**
 - ☒ Hire outside source? Look at a program like Buffer? **Talk to Megan first, then we can revisit this later, if needed.**
- ☒ Fun ideas or goals for improving services and/or new services? **Table this for now, revisit for summer**
- ☒ Selling of harnesses & treat pouches? **Treat pouches - yes, but need to find a new Canadian source. Harnesses - no, not worth the hassle**
- ☒ CEUs - set up CEU days to do together? **May be difficult to coordinate, but will look into a group date to renew our canine first aid together**
- ☒ Any other increasing financial strategies? **Table this for ACEC meeting**
- ☒ Practicum student accepted another opportunity elsewhere
- ☒ Business cards from van - **give to Sam to relabel**

ACEC Meeting

- ☒ Training & Dog Walk price increases - **Maintain existing prices for current training and dog walk clients, implement updated rates now for new clients.**

Sam & Kelsey (Chaos Coordinator) Meeting

- ☒ Automatic dog walk payments - Consider requiring for clients whose payments are consistently delayed
 - ☒ Increase standard price to accommodate this - 5% increase
 - ☒ E-transfer payments receive a % discount - 5% discount (original rate)
 - ☒ Update policy to reflect e-transfer requirements and necessary credit cards on file if payments are not completed by invoice due date - Kelsey will look into this process
- ☒ Offering timeframes instead of specific times, under 6 months/meds can have reasonable accommodations, do whats app announcement and news letter
 - ☒ 9am-12pm, 10:30am-1:30pm, 11:30pm-2:30pm - Let's trial this. Kelsey will set up the system for these booking times
- ☒ Add Fear-Free to website "Our Certifications" - Kelsey - done.
- ☒ "Get Started" Button on homepage - change the link to a booking link? Kelsey - to do.
- ☒ Price increases - Kelsey will set these up by the end of next week.
 - ☒ Training Consults
 - ☒ Consult: \$135;
 - ☒ OR \$140 - this one
 - ☒ Training Packages 4-pack: \$125; 8-pack: \$115
 - ☒ OR 4-pack: \$130 - this one
 - ☒ Walking Meet & Greets:
 - ☒ Change current system? Table any changes for now.
 - ☒ Walking Packages - these ranges are good, but possibly too busy with too many options. Kelsey will work within these new numbers and come up with a final proposed plan that is simplified.
 - ☐ Short term: \$60
 - ☐ Irregular: \$57 (\$55)
 - ☐ 1 walk per week: \$55 (\$53)
 - ☐ 2 walk per week: \$51 (\$49)
 - ☐ 3 walk per week: \$47 (\$45)
 - ☐ 4-5 walks per week: \$45 (\$43)

Summary / To-Do List

Chelsea:

- ☐ Update personal scheduling calendar to allow maximum 2 walks per day
- ☐ Set a day to hand out flyers to pet stores

Kelsey:

- ☐ Make social media post to promote Chelsea's new service area
- ☐ Boost the social media post
- ☐ Ask Megan about social media role
- ☐ Get business cards to Sam
- ☐ Input new training rates into website and Acuity scheduling
- ☐ Finalize dog walking rates proposal
- ☐ Review current dog walk policy and update to include autopayment policy
- ☐ Set up new dog walking booking times
- ☐ Update button link on webpage

Sam:

- ☐ Update personal scheduling calendar to allow maximum 2 walks per day.
- ☐ Relabel business cards from Kelsey

Everyone:

- ☐ Research Canadian treat pouch options
- ☐ Discuss availability in group chat for possible canine first aid course dates.