

Minutes of the regular meeting of the elected officers of the American Tarot Association

January 21, 2008

The meeting was called to order at 9:05 EST via conference call.

Presiding: Stephanie Arwen Lynch

Secretary: Sherryl Smith

Present:

President, Stephanie Arwen Lynch

Vice President of Communications, Allan Ritchie

Vice President of Education, Errol McLendon

Vice President of Outreach, Sheri Harshberger

Treasurer, Tracy Hite

Secretary, Sherryl Smith

The minutes of the meeting of December 18, 2007 were approved as posted.

Reports

Treasurer, Tracy Hite

Current account balances as of 1/13/08

Checking - \$13,782.34

Paypal - \$1,274.84

Total funds - \$15,057.18

Estimated costs for the Quarterly:

printing \$480

labor \$150

editor \$180

bulk postage \$100

Total estimate \$910 (not including International postage)

Printing costs were somewhat higher than usual due to extra advertising copies.

Llewellyn's royalties on the Michelsen courseware sales July-Dec were \$50. (\$2/copy on 10 member + 15 non-member sales)

The first draft of the annual financial report has been posted to the files section.

Tracy was directed to find out how many new members have joined in the last year.

Secretary, Sherryl Smith

Policies and decisions made via email discussion since the last meeting: None

Since there was only one qualified candidate for Vice President of Communications, Sherryl Smith moved that Allan Ritchie be appointed Vice President of Communications for a term to begin immediately and running to March 31, 2009. Errol McLendon seconded the motion and it was passed by mutual consent.

The voting for Member-at-Large was shut down because a member brought to my attention that we didn't have enough safeguards to prevent fraudulent voting. The ballot has been fixed and tomorrow the Membership Coordinator will mail all members a link to the new ballot.

President, Stephanie Arwen Lynch:

I contacted 12 meetups and 4 or 5 of them responded.

Vice President of Education, Errol McLendon:

The FAQ needs to be promoted with a link of the front page of the website and a notice in Reflections.

Vice President of Communications, Allan Ritchie:

My biggest concern is improving communication between the Board and the membership.

The president directed Allan to work with the web administrator on redesigning the website so the information is more accessible, and the layout is clean and readable, keeping in mind that many members are not very technologically savvy.

Vice President of Outreach, Sheri Harshberger:

I'm working on Google ads for Reflections. Ads will be on a single page in the back.

I'm working on the format for a printable PDF version of Reflections.

(Arwen stated that this should not be a high priority since Reflections is supposed to be online to attract people to the ATA website.)

We need advertising flyers people can take to classes and fairs.

New Business

Free Reading and Free Tarot Networks

- Tracy reported that Rickey is working on automating the membership verification and invoice process. He will now be handling this as part of his Membership Coordinator duties.
- The board determined that there seems to be a pattern of problems with people on pending status for months, or never being contacted by a mentor.

Solution:

- We need monthly reports from Jenine about the number of problems emails, new readers, and people on pending, in order to get a balanced picture.
- The Vice President of Communications should receive copies of emails to the “Problems@” address to monitor and follow up on them.
- The Vice President of Communications should follow up new network mentors after one week to ask if they’ve been contacted. Rickey can set up an automatic notification to the board monitor when a new person is added to the network roster.

The future of the mentoring program

- Errol will contact everyone who indicated on the member survey that they were interested in mentoring, ask about their experience, and how many students they can take.
- If the mentoring program is re-started, we will need a new mentor database.
- It is not feasible to match up tutors and students, random assignments work just as well.
- Arwen suggested we send a follow-up email to all members with the survey results and giving a contact for members who are interested in volunteering for the ATA.

Educational programs and Certification

The courseware written by Teresa Michelson does not follow the levels of certification. Errol will review the course material written by John Gilbert and insert notations about what segments of the material prepare you for certification exams, and which boards it applies to.

Next Meeting: February 18, 2008

Meeting was adjourned at 11:20 EST