

**Minutes of the regular meeting of the elected officers of the American Tarot Association
March 17, 2008**

The meeting was called to order at 9:05 pm EDT 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
Member-at-Large-Elect, Paul Weiss
Treasurer, Tracy Hite
Secretary, Sherryl Smith

The minutes of the meeting of February 18, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite:

Monthly financial report

Balances through 3/14/08:

Paypal \$2,320.84

Checking \$11,739.63

Total funds \$14,060.47

Kentucky state sales taxes were filed on 3/11/08. Only physical materials (course books & CDs) sold within the state of Kentucky are subject to sales tax; there were none sold in-state in 2007 so we did not owe any sales taxes.

There was a \$10 late fee for missing the electronic filing deadline(1/20/08). This was my first year filing electronically; I had not received a notice from the state this year and had assumed the deadline would be the same as last year's (3/15). It wasn't until I filed that I found the electronic deadline was earlier than the paper one, and that the KY Revenue Cabinet had sent the notice to our old mailing address.

Annual Financial Report

The Annual Financial Report was posted to the Files section of the ATA_Board discussion list for everyone to read. Tracy Hite moved to approve and adopt the 2007 Annual Financial Report. The motion was adopted by unanimous consent of the Board. The report will be posted to the website.

Secretary, Sherryl Smith

Monthly report on policies and decisions made between meetings: None made.

Election Committee Report & Member-at-Large:

The ATA has completed the election process for Member-at-Large. Paul Weiss received the highest number of votes. Under the new election procedures, the outcome of the balloting is final; the Board does not vote to accept the election results.

The election process will start again in August when the president calls for a new election committee. Detailed instructions for conducting an election have been posted to the Files section.

Vote to reappoint Stephanie Arwen Lynch for a 2-year term as President

Sherryl Smith moved to appoint Stephanie Arwen Lynch to a two-year term as President of the ATA Board of Directors beginning April 1, 2008 and ending March 31, 2010. The motion was approved by unanimous consent.

Member-at-Large, Paul Weiss

Introduced himself as a law librarian and practitioner of tarot for six years.

President, Stephanie Arwen Lynch

The Annual Report will be posted to the Files section so everyone can read it and comment on it. The Board decided by general consent to postpone approval of the report to the next meeting.

Vice President of Communications, Allan Ritchie

February Reading Networks Report:

Free Tarot Network

- 59 active readers
- 28 mentors
- 24 readers pending approval

Free Reading Network

- 23 active readers
- 10 mentors
- 1 reader pending approval

One person asked to be assigned to a new mentor.

Website Redesign:

A consensus was reached via email discussion and during the board meeting on the following design points:

- The website design should be uncluttered, fresh, informative, professional, simple (nothing flashing or animated).
- Basic color scheme: white background with areas of accent color
- Consistent fonts and colors on all pages
- Links and navigation tools on the top and sides of the home page that are visible without scrolling down.
- Important information will be displayed prominently at the top of the home page: Membership information (Join), education, new announcements, Members-Only, Publications, FAQ, Classified Ads
- Members sign-in will require only one step. Login instructions will appear on the error page.
- Website design will be consistent with the look of the promotional brochure.
- Update Paypal buttons to reflect new membership dues.
- The website must be technically simple so anyone can take over if the current web administrator has to step down.

Allan will discuss these ideas with Jes, and discuss a deadline for a mockup of the home page. It was suggested that the web pages for the reading networks should be upgraded to have a similar design as the home page, with the ATA logo, and to contain more information on how the networks work. This will be done after the home page is redesigned

Vice President of Education, Errol McLendon

Course material update:

- The vintage courseware should be moved to a more prominent place on the website and described as being for people who are interested in working with a mentor or in getting certified.
- Mentors should be sent a link to the courseware so they can look at the material before the mentoring program begins. Tracy suggested setting up a mentors-only page on the website where mentors can download the courseware.
- An announcement of the start-up of the mentoring program will either be put on the front page of the current quarterly, or an email message will be included with the message announcing the publication of the upcoming quarterly.

Vice President of Outreach, Sheri Harshberger

Promotional flyers:

- Two drafts (color and gray tone) were posted to the files section. A second draft will be posted in a few days incorporating comments and suggestions.
- Tracy said that Rickey has the master of the application form, so he will update dollar amounts. The master of the brochure should be sent to Rickey for printing.
- The brochure should be posted to the website so members can download and print it.
- The contact address should be changed to ATA@ instead of Info@ on the brochure and website.

New Business

Annual Budget

The annual budget was posted to the Files section for everyone to read. It was adopted by unanimous consent of the Board.

Course material

- Errol reported that he did very little actual rewriting. He added information about certification, moved the exercises to the appropriate sections, and deleted a few paragraphs that were personal opinion.
- Tracy reported that we did not sell any cassette tape versions of the courseware in 2006 or 2007. Sale of the CDs and book are one-third of the ATA's income from materials, and the book/CD combo is more popular than either the book or the CD alone.
- The board needs to decide what to do with existing copies of the book.
- The board needs to decide to what extent the CDs will be re-recorded or updated. Errol can record MP3 files and Rickey can do some editing to the existing sound files.
- Arwen suggested that if the CDs are re-recorded we might want to have different people read each chapter.

The board decided by mutual consent to continue this discussion via email and officially adopt the courseware via email after everyone has had a chance to read it.

Course material – rename

Errol said that any description of ATA's courseware should emphasize that it is a graduated series of courses for people who are working with a mentor or seeking certification; and that it is owned exclusively by the ATA.

Paul suggested we package all the ATA's educational offerings under one name (Arwen suggested ATA Tarot Community College), and have an education page on the website with a description of the courses and a link to the mentoring program.

The board decided by mutual consent to continue discussion of this item via email.

Course material – new fee structure

The board decided by mutual consent to postpone considering this item until after the course material is officially adopted.

Raise membership dues

The Board decided by unanimous consent to increase membership dues, beginning May 1, 2008, by \$5.00 per year in all categories except for networks-only membership, which will remain the same. The new rates are:

Internet:

1 year \$25.00

2 years \$45.00

3 years \$65.00

North American mail

1 year \$30.00

2 years \$60.00

3 years \$85.00

overseas mail

1 year \$50.00

2 years \$90.00

3 years \$130.00

The "domestic mail" category will be renamed "North American".

A flyer will be inserted in the upcoming quarterly informing members of the increase and suggesting they renew their membership before the May 1 deadline.

New business not on agenda

It was decided by unanimous consent that the ATA will submit an ad for publication in Tarot World Magazine.

Arwen reported that she has suddenly started getting a lot of spam in her FTN mailbox. She directed Allan to find out if other people are having a problem with spam.

The next meeting will be Monday April 14, 2008 at 9 pm EDT.

The meeting was adjourned at 10:55 pm EDT.