

**Minutes of the regular meeting of the elected officers of the American Tarot Association
October 29, 2007**

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

Treasurer, Tracy Hite

Secretary, Sherryl Smith

Absent:

Vice President of Education, Errol McLendon

Vacant Positions:

Vice President of Communications

Vice President of Outreach

The minutes of the meeting of September 15, 2007 were approved as posted.

Reports:

Treasurer, Tracy Hite:

As of Sunday, October 28th:

US Bank: \$1435.92

Paypal: \$ 799.53

Total: \$2235.45

Largest expenses were all related to the Fall Quarterly:

Lynn Imaging: printing for 245 copies \$445.28

US Postal Service: bulk postage \$106.92

Editor's commission: \$180.00

Coordinator's commission for 6 hours processing: \$132.00

Total: \$864.20

This year so far, we've been selling two or three copies of the Michelsen courseware to non-members each month. We sold five in September and six in October.

New memberships are coming in at a higher level than they were several months ago.

President, Stephanie Arwen Lynch:

The new editors of the Quarterly and Reflections, and the new Web Administrator are all enthusiastic and working out well.

Secretary, Sherryl Smith:

Since the last meeting, the board decided by mutual consent via email discussion to appoint Sheri Harshberger editor of Tarot Reflections, and to appoint Jessica Fisher-Willson Web Administrator.

Membership Survey

A draft will be sent to all board members this week for comment. A final draft will be put up on Survey Monkey so board members can take the survey and make final comments. A link to the survey will be sent out to all the members via special email. It will also be published in the quarterly and a link put on the website.

Elections

A draft call for nominations will be sent to the members of the Election Committee tomorrow for their comments. Rickey will mail it to all members next week. The deadline for submitting nominations is December 15.

New Business:

(Submitted by Stephanie Arwen Lynch, President)

Non-voting ATA staff and non-board members on the board email loop and attending board meetings.

It was decided by unanimous consent that staff and non-board members will not be allowed to attend board meetings or participate in the board's email discussion loop. This would make the number of people participating in the conference call unwieldy, and would breach the confidential nature of the board's meetings and discussions. In the future, we may want to have an email discussion list specifically for editors, staff, and volunteers.

Commissions for the editors based on ad sales

It was decided by unanimous consent that the editors of the ATA Quarterly and Tarot Reflections will be paid a commission for selling advertising.

Discussion:

- The Editors will put together a rate sheet and submit it to the board for approval.
- A 30% commission was suggested.
- For the first few months, the board will review the ads for final approval before they are published.
- Reviews of Llewellyn books will be published in the quarterly in exchange for Llewellyn purchasing ad space.
- The web administrator may earn a commission for selling banner ads.
- The editors are encouraged to cross-sell a package of ads in both publications.

Affiliate Programs:

It was decided by unanimous consent to participate in affiliate programs with Amazon and other major sellers. When a deck or book is reviewed in Tarot Reflections, it may be accompanied by a link to Amazon. The ATA would get a small fee whenever someone purchased the product through the link.

Tracy will set up an affiliate program with Amazon now.

Sheri will research affiliate programs with other major publishers and sellers such as Llewellyn and report back to the board.

Commercial Links in Reflections

It was decided by unanimous consent that commercial links would not appear in Tarot Reflections; any links would accompany paid ads, and that ads would be grouped on one page. The board wants Reflections to remain relatively non-commercial, and they do not want to give very large companies privileges that aren't extended to small businesses.

The next meeting will be during the week of November 14 to 20. The exact date will be decided by email discussion.

The meeting was adjourned at 9:48 pm EDT.