

**Minutes of the regular meeting of the elected officers of the American Tarot Association  
December 18, 2007**

The meeting was called to order at 9:15 pm EDT via conference call.

Presiding: Stephanie Arwen Lynch  
Secretary: Sherryl Smith

Present:

President, Stephanie Arwen Lynch  
Vice President of Education, Errol McLendon  
Treasurer, Tracy Hite  
Secretary, Sherryl Smith

Vacant Positions:

Vice President of Communications  
Vice President of Outreach

The minutes of the meeting of November 19, 2007 were approved as posted.

**Reports:**

**Treasurer, Tracy Hite:**

Current balances as of 12/17/07:

Paypal - \$733.08  
US Bank - \$15,943.43  
Total - \$16,676.51

Sales of memberships & materials were lower than they have been, but that's typically the case for December.

We sold the FreeReading.net domain name to Wireless Generation for \$15,000.00 beginning November 26th and concluding December 13th. The transaction was conducted through Escrow.com via Wireless Generation's attorney, Nigel Avilez.

Escrow.com's processing fees of \$188.50 were split 50/50 between both parties, so we paid \$94.25. We also paid \$10.00 to have the funds direct deposited into our bank account rather than risk a check getting lost in holiday mail.

Our net proceeds on this sale after fees were \$14,895.75.

Using the 2006 tax info for an estimate, Federal taxes on this should be around \$2250 (15%) and Kentucky state taxes around \$600 (4%).

The sale did not affect the Networks, as freereading.net was an old domain forwarding to our current URL at freereading.us.

Our credit card processor, Merchant Services, has expanded their service to include Discover cards at no extra charge to us. We can now take payments directly via Discover, Visa and Mastercard through the ATA office as well as being able to take these and other cards through Paypal. Rickey will be adding Discover as an option on our application forms.

### **Vice President of Education, Errol McLendon:**

The FAQ has been posted to the website.

The first tele-conference class for beginning-intermediate students is about to be set up.

### **Secretary, Sherryl Smith**

#### Policies and decisions made between meetings

The Tarot Association of the British Isles will be given a "Trade" membership, meaning they will receive the quarterly but have no other privileges of membership.

Guidelines for putting commercial links in Tarot Reflections were refined to allow for links to affiliate programs and to donors of decks and books.

#### Elections Report

Nominations closed December 15 for four officers:

Vice President of Outreach: Only one nomination was received, so the Board may appoint that person to the position.

Sherryl moved that Sheri Harshberger be appointed Vice President of Outreach for a two-year term starting April 1, 2008.

The motion approved by a unanimous vote.

Sherryl moved that Sheri Harshberger be appointed to complete Norreida Reyes' unfinished term as Vice President of Outreach beginning immediately.

The motion approved by a unanimous vote.

President: No one was nominated. The Board has the option of appointing the current president for another 2-year term, or for a shorter term, at the March annual meeting.

Member-at-Large: There are four nominees, so there will be an open election in January.

Vice President of Communications: No nominations were received. The Elections Officer contacted the four nominees for Member-at-Large to ask if any of them would be interested in this position. The deadline for a response is December 31.

#### Membership Survey

As of today, 115 people have filled out the survey. It will remain open until January 31. Results are showing a demand for more services for professional readers.

### **Other reports**

#### Affiliate programs with Llewellyn and other major vendors

Tracy reported that we have an affiliate program with Amazon, and we are starting to put links on back issues of Reflections. Sheri will investigate whether other vendors such as Llewellyn and Lo Scarabeo have affiliate programs.

### **Business carried over from previous meetings**

#### Commission for Tracy Hite for negotiating the sale of the domain name

Stephanie moved that the board pay Tracy Hite an honorarium of \$1,000 for acting as the ATA's agent in the sale of the Freereading.net domain name. The motion was seconded by Errol and passed by a vote of 3-0 with 1 abstaining (Tracy).

Note: This amount is based on the nation-wide average hourly rate for a CPA of \$122.00 per hour.

Tracy spent approximately 10 hours negotiating with the purchaser's attorney via email and researching the reliability of the attorney and the escrow company. Tracy was authorized to write herself the check on ATA funds. Rickey Hite must co-sign the check as the board has failed to make alternate arrangements for counter-signing checks.

#### Commission for Rickey Hite for his past work in registering and managing the domain names

Stephanie moved that due to a one-time inflow of money, Rickey Hite be given a one-time bonus of \$500. The motion was seconded by Errol and passed by a vote of 3-0 with 1 abstaining (Tracy).

Note: This bonus is based on 5 years employment and is the equivalent of one-month's base pay.

#### Editor and web administrator commission for ads

The board agreed by mutual consent that the commission will be 30%. The editors will be paid monthly as long as a threshold of \$50 is reached, or they will be paid no less than every 6 months. The Vice President of Communications will be in charge of verifying that ads actually appear in the publications. The editors will create a policy on last-minute changes or cancellations of ads.

#### Rate sheet for advertisements

The board agreed by mutual consent to accept the advertising rate sheet as posted, with the correction that 300-350 copies of the quarterly are circulated monthly.

<b>ATA Publications Advertising Rates</b>		
<b>Ad size</b>	<b>Non-Member</b>	<b>Member</b>
Whole page	\$150	\$135
Half page	\$75	\$67
Quarter page	\$35	\$31
Business card or business card-sized ad	\$15	\$10
<i>Quarterly Approximately 3,000 copies at copy cost of 5 cents a page</i>		
<i>Reflections Approximately 500 hits a month</i>		

### **New Business:**

#### Making the Editor of Reflections a paid staff position

Errol moved that the Reflections Editor be paid \$50 for each regular monthly issue, not to exceed 12 issues per calendar year, beginning with the January 2008 issue. The motion was seconded by Sherryl and passed unanimously

#### Making Web Administrator a paid staff position

Sherryl moved that the Web Administrator be compensated \$50 per month starting January 2008, to be paid on the 15<sup>th</sup> of each month. The motion was seconded by Errol and passed unanimously.

### **New Business (not on agenda)**

The board agreed by mutual consent to print 100 extra copies of the next quarterly to be sent to various Tarot Meetups as a promotional effort.

**Next Meeting:** Monday, January 21, 2008 at 6 pm EST.

The meeting was adjourned at 11:20 pm EST.