

**Minutes of the regular meeting of the elected officers of the American Tarot Association
August 11, 2008**

The meeting was called to order at 9:08 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, Paul Weiss
Treasurer, Tracy Hite
Secretary, Sherryl Smith

The minutes of the meeting of June 23, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite:

Balances as of 8/10/08:

Checking \$4,732.71
Paypal \$6,044.48
Total funds \$10,777.19

Expenses for the summer Quarterly:

Editor's fee \$180.00
Coordinator (labor) \$176.00
Lynn Imaging (copies) \$462.75
Bulk postage \$107.03
Bulk permit renewal \$180.00 (good for one year)

President, Stephanie Arwen Lynch:

I wrote to the Korean woman telling her she could not translate our educational material and did not receive a response.

Vice President of Communications, Allan Ritchie:

Reading Network Statistics for July 2008

Free Tarot Network

1. How many Readers were active in the month - 69
2. How many Mentors - 26
3. How many are currently on pending approval - 29

Free Reading Network

1. How many readers were active in the month - 24
2. How many Mentors - 11
3. How many are currently on pending approval - 0

Reading network mentors are at capacity for mentees. A solution is to bring back the Senior Reader designation, and remove these readers from being mentored.

Tracy said that the “mentor” field in the roster cannot be blank, so we will need to designate someone as Senior Reader Coordinator.

Website Redesign:

Jes has given us an idea of where she is going with the website redesign. She’s working on providing different levels of passwords.

Paul said that we will need an upgrade or an add-on to handle different levels of passwords.

Vice President of Education, Errol McLendon:

We have 22 mentors with one student each. There is room for 63 more students, so we need to advertise the mentoring program more. Since the last meeting we picked up three mentors and six students. Mentors are asking for access to the training material. I contact mentors one month after they are assigned a student to see how things are going. I will contact everyone who said they would only take one student to see if they can take more.

Vice President of Outreach, Sheri Harshberger:

I’ve been drafting the article on ethical tarot. Let’s not forget that we have a list of volunteers, so we should be thinking about how we can use them.

Arwen congratulated Sheri and Melanie on the success of Tarot Reflections and said she has been getting good feedback about it. Sheri said that Reflections started with 300 to 500 readers and now is at 700 to 800. The goal is to have over 1,000 readers by this autumn.

Member-at-Large, Paul Weiss

Paul posted a link to Ning on the discussion list. An advantage to Ning is that it is database driven so we can control levels of access to the site and members can network with each other. Our current site is stagnant because it is not database driven. With Joomla we would need add-ons to create levels of access for general members, board members and guests.

Arwen asked Paul to post to the discussion list the pros and cons of Ning. She expressed fears that we would lose control of our material, especially if Ning went down.

Paul said that they don’t want to lose customers, so keeping the site up and running is their top priority.

Errol said we had to pay attention to the personality of the social networking site and use a site that our membership would feel comfortable with. We need to know what kind of person uses Ning.

Paul suggested we start with putting content on our current website to educate professional readers about the value of social networking sites and other tools like Twitter, Keene and LivePerson. Later, we can move our content to Ning or some other social networking site.

Secretary, Sherryl Smith

We made the following decision via email discussion since the last meeting:

We will stay with SultanHost for now as our web server to avoid the extra work and stress involved in moving our files to another server.

Upcoming Election:

The next election cycle is starting this month. It's the President's responsibility to form an Election Committee. Instructions for conducting the election and templates for all announcements and communications are in the Elections Manual in the Files section. Arwen directed Sherryl to form an election committee.

Paul and Sherryl volunteered to represent the Board on the Elections Committee.

New Business:

By unanimous consent the Board amended the ATA Code of Ethic to read:

3. I will represent honestly my Tarot qualifications, including educational credentials, levels of certification, **and experience.**

The next meeting will be Monday September 8, 2008 at 9:00 pm EDT.

The meeting was adjourned at 10:15 pm EDT.