

**Minutes of the regular meeting of the elected officers
of the American Tarot Association
September 8, 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 August 11, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite:

Balances as of 9/7/08:

Checking - \$4,094.47
Paypal - \$6,656.38
Total - \$10,750.85

Our required Annual Report has been filed with the Colorado Secretary of State's office (along with a \$10 online filing fee). This verifies our business information is still active, and is due each year by the end of October.

A royalty check for \$48.00 has been sent to Llewellyn Worldwide for sales of Teresa Michelsen's courseware for the first half of 2008 (24 sales).

Since we agreed at the last meeting that we were staying with SultanHost, our reseller agreement has been modified to double our storage space to 2000 Mb for an extra \$5 a month (\$15 total).

President, Stephanie Arwen Lynch:

Nothing to report.

Vice President of Communications, Allan Ritchie:

FTN and FRN Reports:

Here is the August report for FTN & FRN. There has been a bit of a spike on the number of readers on pending for the FTN because there were eight new readers added to the roster on August 30th.

Free Tarot Network

1. How many Readers were active in the month - 65
2. How many Mentors - 26
3. How many are currently on pending approval - 36

Free Reading Network

1. How many readers were active in the month - 23
2. How many Mentors - 11
3. How many are currently on pending approval - 0

Senior Reader Designation:

I'm discussing this with Jenine. She's concerned about taking people off mentoring status before they're ready. Who would be on the review board for the readings?

Tracy said the review board hasn't been operating for a few years and needs to be re-established.

Website Update:

Jes will give me bi-weekly reports and will let me know when pages are ready to review for content and formatting.

The most pressing issue is the password issue. We should try to figure out the PHP problem in-house before paying for a fix. We'll ask Rickey if he can help.

Paul said we may need to add a module to allow levels of passwords and volunteered to look at what's available.

Arwen said that Jes has just set up a Yahoo loop for people involved in the website update and she sent out invitations this afternoon. If you want to be on the loop, let her know. Technical discussions should be confined to this loop.

Vice President of Education, Errol McLendon:

Mentoring Program:

There is nothing new to report, and no new mentors signed on this month. I will put a notice in the quarterly reminding people of the program.

Vice President of Outreach, Sheri Harshberger:

Ethical Tarot Statement: Now that it has been approved, the next step is to have Jes post it to the member's section of the website in a format that people can cut and paste for their own use.

Press release to the Seattle Weekly: The press release was sent out with only Sherryl and Arwen voting for approval because of the tight deadline.

Press Release Information: Arwen suggested we have a master list of where to send press releases. Sheri will make up a file of press release information and put it in the Files section.

Screen Shot of Logo: I posted a screen shot of an ATA logo that we could make available to members to put on their websites. They could copy and paste the HTML then when people click on it they go to the ATA website. Rickey could include it in the membership packet.

Cafe Press: Tracy reminded us that we have an open account with Café Press. We just have to send them a graphic to put on merchandise. Tracy and Sheri will contact Café Press.

Member-at-Large, Paul Weiss

Professional Center – Wiki: I've already posted information to the list about Wiki. I'm working on a model Wiki to show the board in three weeks. It's called a "light Wiki" because there is no database attached.

Local Group Mentor: If we get enough response, I would like to create a Wiki for local groups with a directory of groups and information on how to run them. The only group that has responded to the notice on ATA-Connection is the Cincinnati Tarot Guild.

Arwen suggested posting a notice to Meetup and to Aeclectic. Someone with a paid membership to Aeclectic will have to do the post.

Secretary, Sherryl Smith

Monthly report on policies and decisions made between meetings

By unanimous consent the board approved the following since the last meeting:

- Ethical Tarot Statement written by Sheri Harshberger
- Statement to Seattle Weekly concerning discrimination against Tarot readers at a community fair written by Sheri Harshberger

Election Report

An email was sent to all members in late August asking for volunteers for the Election Committee. Four people volunteered. I'll accept everyone who volunteers since it's likely that a few people will drop out. The committee will be officially convened on October 1st. During October the committee will elect an Elections Office and compile job descriptions of all the positions that are up for election.

New Business

Quarterly Journal - discussion of print quality (Arwen):

There were problems with fonts and pixilation in the last quarterly. Liz would like to send the PDF to the printer directly. Rickey will still need a PDF to post to the website. Tracy will look into getting Liz direct access to the printer.

News section on Website (Arwen):

Arwen would like a section on the web site that would automatically search for and post Tarot news. The board unanimously approved of the concept. Paul suggested setting up an RFF feed. He will do a test run on the professional site.

Website budget (Arwen):

The board unanimously approved the idea of giving the website committee a monthly of quarterly budget to spend without having to get board approval. Allen will start a discussion on the website loop about the size of the budget the committee needs.

New Business Not on Agenda

Quarterly Deadlines (Sherryl):

The board unanimously approved the following deadlines for the Quarterly Journal

Deadlines for Quarterly Journal			
	Articles due to Editor	PDF to Printer and Membership Coord.	Quarterly distributed
Winter 2008	December 5, 2008	December 21, 2008	January 6, 2009
Spring 2009	March 5, 2009	March 21, 2009	April 3, 2009
Summer 2009	June 8, 2009	June 21, 2009	July 3, 2009
Fall 2009	September 7, 2009	September 21, 2009	October 5, 2009

The next meeting will be Monday, October 20, 2008 at 9 pm EDT

The meeting was adjourned at 9:55 pm