

Minutes of the regular meeting of the elected officers of the American Tarot Association

October 20, 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, Paul Weiss

Secretary, Sherryl Smith

Absent:

Treasurer, Tracy Hite

The minutes of the meeting of September 8, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite (submitted by email)

Balances as of 10/19/08:

Checking - \$2,891.90

Paypal - \$8248.56

Total funds - \$11,140.46

A required Annual Report was filed with the Colorado Secretary of State's Office (along with a \$10 fee).

September was a very busy month for HQ, with \$1885.00 in commissionable memberships & materials sold. Membership Coordinator's commission for September was \$628.33.

Expenses related to the Fall '08 Quarterly Journal:

Printing - \$486.50

Bulk postage - \$115.41

MC commission / labor - \$165.00

Editor's commission - \$202.50 (includes \$22.50 referral for an ad in the summer issue)

Total Quarterly expenses - \$969.41

Vice President of Communications, Allan Ritchie:

September 2008 Reading Networks Report

Free Tarot Network

1. How many Readers were active in the month - 69
2. How many Mentors - 27
3. How many are currently on pending approval - 39

Free Reading Network

1. How many readers were active in the month - 25
2. How many Mentors - 11
3. How many are currently on pending approval - 0

This report may not reflect the inactive readers that were removed this month.

Senior Reader Designation

Tracy and Errol are on the existing review panel. Arwen was invited to join the panel. Senior readers receive a certificate, and they no longer have to send one reading a month to their mentor. This is not meant to break the relationship between readers and their mentors. The purpose is to free up slots so mentors can take on new readers. Jenine has offered to have her name listed on the roster as the mentor for the senior readers. We aren't in favor of requiring senior readers to be mentors because someone could be a great reader but not have teaching or mentoring skills.

Website update

The mirror site is looking good and seems to be nearly complete. We are very close to migrating the site.

Website budget

I will initiate a discussion this month with the web group on an appropriate budget.

Vice President of Education, Errol McLendon:

Mentoring Program

We have 24 mentors and 26 students, with the capacity for 89 students. Replies to the recent letter I sent out to all mentors indicate that not many students are using the training material. They seem to want someone available to answer questions.

Vice President of Outreach, Sheri Harshberger:

Café Press:

I contacted Café Press about their requirements for images. All we need to do is decide what items we want to offer. We'll send the images as PNG files as the quality is better. Arwen directed Sheri to set up the page on Café Press using her own discretion then the board will look at it.

Website Badge:

I will send this to Allen to forward to Jes. It's code that members can paste into their websites so they can show the ATA logo.

Member-at-Large, Paul Weiss

Professional Center – Wiki

I'll finish the Table of Contents in the next two weeks then will ask for volunteers to submit content. We'll put abstracts of the articles on the WIKI to keep it readable. Eventually we will need to teach people how to use the WIKI. I can do a PowerPoint presentation, and there is a lot of educational material on the internet.

Errol volunteered to work with meetups to get articles.

RSS feed for Tarot news

This is part of the WIKI framework. I'm still researching it.

Local Group Mentor

I was contacted by one person who read the notice in Reflections. We'll eventually have a local group WIKI.

Arwen said that we need to integrate this with current Meetup leaders. The Dallas Meetup has over 200 members.

Secretary, Sherryl Smith

Monthly report on policies and decisions made between meetings

We decided to give the Election Officer access to Survey Monkey to create the election ballot. She won't be given access to the Membership Roster since she's not a board member. In March, a board member will have to verify the ballots against the roster.

Elections Report

Susan Ash is the Elections Officer. She's on schedule to have Rickey mail out the request for nominations on November 1. If you want to keep your job on the board, you need to nominate yourself for your position.

New Business

Reading Network Communications Problems

Richard Palmer is assisting Jenine by handling the mail that comes into the Problems mailbox. Arwen said we need to spell out our expectations for reader behavior and make it clear it's not acceptable to attack other volunteers. A reader's expectations and reasons for volunteering for the networks makes a difference in how they respond to communications.

Allan said he is re-writing the new reader letter to make it clear that the ATA established the networks to fulfill our mission of educating and training ethical professional tarot readers. He'll post a draft for the board to review.

Allan will speak to Richard and Jenine about developing boilerplate letters for various situations. All readers should be made aware of the content of the boilerplates so they'll know what to expect if they're late doing their readings.

The next meeting will be Monday, December 1, 2008 at 9 pm EST.

The meeting was adjourned at 10:04 pm EDT.