

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

January 4, 2009

The meeting was called to order at 6:00 pm EST via conference call.

Presiding: Allan Ritchie
Secretary: Sherryl Smith

Present:

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:

President, Stephanie Arwen Lynch
Treasurer, Tracy Hite

The minutes of the meeting of December 1, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite:

Monthly financial report – submitted via email

Year-End Balances (through 12/31/08)

Checking \$1,144.93

Paypal \$10,535.20

Total \$11,680.13

Commissions paid during 2008

Membership Coordinator \$7,065.67

Quarterly Editor \$742.50

Reflections Editor \$600.00

Website Administrator \$600.00

Total Commissions Paid \$9,008.17

Vice President of Communications, Allan Ritchie:

FTN and FRN Reports – submitted by email

Free Tarot Network

1. How many Readers were active in the month - 73
2. How many Mentors - 29
3. How many are currently on pending approval - 14

Free Reading Network

1. How many readers were active in the month - 22
2. How many Mentors - 9
3. How many are currently on pending approval - 0

The FTN had 59 members when we started keeping statistics several months ago. There have been a few days when we had more readers than requests for readings.

Reading Networks job descriptions and organization

There were no objections to the job descriptions Allan posted to the discussion list. Jenine will be designated the manager of the FTN and someone will be recruited to help her. Allan will work with her to improve communications with members of the network. Readings that are not done in a timely manner will be put in the exchange. Allan is working on boilerplate messages to be sent to people who report a problem with their reading.

Experienced Reader Designation

Readers who have completed 60 readings can be removed from their mentor's roles, freeing up the mentor to take new students. Experienced Readers will send Jenine one reading a month to prove that they are still actively reading. There seems to be some electronic monitoring of how often a person does a reading, but it doesn't seem to be working efficiently. The concept of the Experienced Reader was approved by mutual consent.

Proposed budget for website committee

Allan sent an email to the committee and did not receive any feedback.

Vice President of Education, Errol McLendon:

Mentoring program report

We picked up one more mentor last month who was assigned a student. We have plenty of mentors.

Sponsorship of Skype class (Jeanne Fiorini's class)

Jeanne's response to our questions was posted to the list. She still prefers conducting the class via Skype rather than conference call, but it appears that she is not completely familiar with Skype. She will advertise her class using her email list of about 200 people and she wants to use the ATA's publications as well. Errol will contact her in early March to see if she wants to advertise her classes for the summer.

Member-at-Large, Paul Weiss

Professional Center

Currently I'm focusing on getting volunteers to submit contact. I'd like to use ZOHO.com as a temporary place to store articles until they are transferred to the website. They also have tools for conducting classes online. I'll draft an announcement for volunteers to be mailed out to all members and put in our publications.

Secretary, Sherryl Smith

Monthly report on policies and decisions made between meetings

No policy decisions were made via email since the last meeting.

Election Report

Everything is going smoothly. Susan Ash is doing a very efficient job running the election. Ballots will be distributed to elect a Vice President of Communications as soon as the two nominees submit their ballot statements to Susan.

Here is the report Susan Ash submitted via email January 4, 2009:

Nominations are now closed for the election. The nomination results are as follows:

SECRETARY: Andria Molina is running unopposed and no vote is required.

TREASURER: Tracy Hite, the incumbent, is running unopposed and no vote is required.

VP OF EDUCATION: Errol McLendon, the incumbent, is running unopposed, and no vote is required.

VP OF COMMUNICATION: Allan Ritchie, the incumbent, will be running opposed by Eliot Camaren. A vote is required.

The ballot on Survey Monkey will be complete when I receive and insert the statements of Allan and Eliot, which I have requested.

Both candidates have been emailed the other's nomination information.

I have emailed Rickey with advance notice that before the 15th I will be sending him the ballot information to go to the membership via email and hardcopy as required.

The election committee has been sent the above information to keep them informed. To date there has been no need to ask for their assistance as this seems to be a one person job. I will, of course be contacting them to verify the vote.

Sherryl is to be congratulated for the wonderful, time-consuming, and complete job she did preparing the election materials that I have been following to chair this year's election. Of course it takes time to complete each step, but thanks to Sherryl's previous work this year's task is going very smoothly

Vice President of Outreach, Sheri Harshberger: (She joined the meeting at this point)

Tracy has set up our Café Press account and I'm working on resizing some graphics.

New Business:

Paul warned the board that Yahoo may be shutting down so we should be prepared to move our discussion list. He suggested Google Groups. We would also lose all of our files. Sherryl will put the files on CD and send copies to the new secretary and to Rickey.

The next meeting will be Sunday, February 8, 2009 at 6 pm EST.

The meeting was adjourned at 6:48 pm EST.