

**Minutes of the Annual Meeting of the Elected Officers  
of the American Tarot Association  
March 15, 2009**

The meeting was called to order at 6:05 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  
Treasurer, Tracy Hite  
Secretary, Sherryl Smith  
Vice President of Communications-Elect, Eliot Camarena  
Secretary-Elect, Andria Molina

The minutes of the meeting of February 8, 2009 were approved as posted.

Secretary-Elect Andria Molina and Vice President of Communications-Elect Eliot Camarena introduced themselves.

**Reports**

**Treasurer, Tracy Hite:** (submitted by email)

Monthly financial report

Balances as of 2/28/09:

Paypal \$6653.50  
Checking \$4788.79  
**Total funds \$11,442.29**

Balance 1/31 \$11,776.09

February net -\$333.80  
2009 net YTD -\$242.84

Notes:

2/5 Lynn Imaging \$562.11 - printing costs from Winter Quarterly (240 copies) + 25 course books.  
2/27 Amazon.com \$211.99 - wide-bed inkjet printer for large envelopes, to meet new bulk mail formatting requirements beginning March 1<sup>st</sup>

2008 Annual Financial Report

The report was posted for review to the email list several days ago. Errol moved and Allan seconded a motion to accept the Treasurer's Annual Report as posted. The motion passed unanimously. The report will be posted to the website.

**President, Stephanie Arwen Lynch:**

Annual Report

A draft report was posted to the email list. Sherryl and Sheri suggested corrections. Arwen will post a final report next week and the board will approve it via email.

**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 - 66
2. How many Mentors - 28
3. How many are currently on pending approval - 15

**Free Reading Network**

1. How many readers were active in the month - 25
2. How many Mentors - 9
3. How many are currently on pending approval - 1

Jenine is ready to implement the Experienced Reader program on the FTN. After doing 60 readings, a reader will automatically become an experienced reader and no longer have to report to a mentor. Jenine will send an announcement out to all mentors. The FRN will retain the Senior Reader program that requires readers to submit an application.

The boiler plate letters for customer complaints will be sent to all readers so they'll be informed.

Tracy reminded Allan to keep Rickey informed so he'll have correct information when he answers member's inquiries.

Website redesign

Jes has some last minute techie things to do, then the site will be ready.

Transition to new VP

Allan and Eliot have been communicating about the transition.

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

A student has worked through all of our educational material and has now become a mentor herself. We have plenty of mentors available. We were able to accommodate two special requests, for mentoring in a foreign language, and for mentoring via snail mail.

**Vice President of Outreach, Sheri Harshberger:**

Sheri will write articles for Tarot Reflections about Kindle, with an affiliate link to Amazon.

Sheri is working on resizing the images for Café Press products.

Tracy suggested having a "Help the ATA" page on the website with links to Amazon and other affiliates and to Café Press.

There was a general discussion about putting the educational material and the quarterly on Kindle.

**Member-at-Large, Paul Weiss**

Paul posted links to the Wiki on the board list. The next step is to get content from volunteers. The Wiki format can be used to update the look of the reading network websites.

## **Secretary, Sherryl Smith**

### Monthly report on policies and decisions made between meetings

The board approved via email the boilerplate letters Allan posted to the board email list.

### Election Report

Eliot Camarena won the election for Vice President of Communications for the term running from April 1, 2009 to March 31, 2011.

Since there was only one candidate for Secretary, Sherryl moved, seconded by Tracy, to appoint Andria Molina as Secretary of the Board for the term running from April 1, 2009 to March 31, 2011. The motion passed unanimously.

### Transition to new secretary

Next week Sherryl will email templates and draft minutes and motions to Andria, back up all the files to a CD, and mail the secretary's manual to Andria.

## **New Business**

Since the current Election Procedures incorrectly assume the Election Officer will be a member of the board and have access to the membership database, Errol moved, seconded by Tracy, to Amend item **6. Conduct the Vote** of the Elections Procedures to add the following sentence:

If the Elections Officer is not a member of the ATA Board of Directors, then a member of the Board will check the ballots against the membership database and report the findings to the Elections Officer.

The motion passed unanimously.

Arwen reported that Roger Tobin contacted her about getting involved in redesigning the reading networks website. Roger has been a major supporter of the networks and will be a great resource. Arwen will put him in touch with Eliot, Jes and Jenine.

## **New Business not on the Agenda**

Paul reported that Google Analytics has a lot of tools we could use to generate reports about traffic to our website. Arwen directed him to present this to the Web Group.

The next meeting will be April 19, 2009 at 6 pm EDT.

The meeting was adjourned at 7:08 pm EDT.