

Post Minutes of the Regular Meeting of the Elected Officers Of the American Tarot Association  
September 20, 2009

The meeting was called to order at 6:30 pm EDT via conference call.

Presiding: Stephanie Arwen Lynch  
Secretary: Andria Molina

Present:  
President, Stephanie Arwen Lynch  
Vice President of Outreach, Sheri Harshberger  
Vice President of Education, Errol McLendon  
Treasurer, Tracy Hite  
Secretary, Andria Molina

Absent: Vice President of Communications, Elliot Camarena  
Member at Large, Paul Weiss

The minutes of the meeting of May 17, 2009 and August 30, 2009 were approved

#### Reports

Treasurer, Tracy Hite: (submitted by email) August 2009

Balances as of 8/31/09:  
Paypal \$5,607.23  
Checking \$5,547.93  
Total funds \$11,155.16

Balance 7/31 \$11,138.36  
August net +\$16.80  
2009 net YTD -\$529.97

#### Notes:

Transferred \$5,000 from Paypal to Checking

Filed required Annual Report with the Colorado Secretary of State's office to maintain our business registration, \$10 fee

Discovered three unrecognized monthly payments of \$29.95 + \$0.60 foreign conversion fees paid to "SFJ Onl Web", charged to Rickey Hite's office debit card number on the 15th of June, July and August. US Bank said the funds were converted to British Pounds but had no other info. Filed fraud

Disputes on the charges (all were refunded in early September), cancelled the compromised card and got a new one issued.

#### Meeting:

Tracy stated that the new credit card processor called Intuit was set up, also, she submitted a fax to cancel the old Merchant Services, and she will follow up on that on 9/21/09 Monday to verify the cancellation of it.

President, Stephanie Arwen Lynch:  
Called the meeting to begin, took role, and facilitated the meeting

#### Reports:

Vice President of Communications, Elliot Camarena (submitted by email) (August 2009)

#### Free Tarot Network

1. How many Readers were active in the month - 77
2. How many Mentors - 29
3. How many are currently on pending approval - 22

#### Free Reading Network

1. How many readers were active in the month - 26
2. How many Mentors - 9
3. How many are currently on pending approval - 0

Eliot – Absent- President Arwen asked Secretary Andria to notify Eliot for the Tarot Network report. Eliot's Letter on behalf of the ATA was placed on New Business for next scheduled meeting.

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

Errol had a positive conversation about the reading network; it's able to take on about 29 more students with in 1 to 2 months to come. Also, anticipation of students in becoming mentors looks favorable in the future.

47 Students

23 Mentors

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

Sheri is in the process in speaking to Jess in regards to the Café Express and the website links. Sheri spoke of taking different types of merchandise or flyers on behalf of the ATA to the San Francisco Bay Tarot symposium. A general conversation among the board members in different ideas of gift certificate, memberships, door prizes, decks ect. President Arwen suggested getting a list together and submitting for approval.

#### Member-at-Large, Paul Weiss- Absent

Errol spoke briefly about providing a general letter /article for the Professional Resource Center

#### Secretary-Andria Molina

Monthly report on policies and decisions made between meetings- All board members voted on September 8, 2009 to give 10 % discount for Diana Mezick for her experience with the ATA, which was passed unanimously, noted in minutes.

#### New Business

- 1) Term limits- A general discussion of term limits in which the board discussed there view about term limits. President Arwen expressed her own philosophy about the topic; Treasurer Tracy spoke about the idea of a board member running again at a different term after having a term off if interested. The VP of Education Errol stated an open position on the topic and getting the word out there in generating interest in becoming a board member. The VP of Outreach Sheri spoke about the idea of "anticipation" meaning if people seeing the Board out there doing things, this will encourage other members in wanting to get involved.

2) Tarot Groups- It was proposed to President Arwen about coming together with Marcus Katz from Tarot Group and Ms. Susan from Tarot Alliance from Germany to form a Tarosophy® Alliance (Readers of Tarot) T.A.R.O.T. Treasure Tracy asked what was the purpose of this, President Arwen stated that she will post the letter and from each Board Member to generate questions about the proposal by September 27, 2009

3) Methods to improve a members experience in buying materials through ATA  
President Arwen expressed how important Customer Service is with the ATA. A general conversation with in the board members in updating the paypal system, having a automatic set up system in which it enables to customer to be aware of a time frame of shipped merchandise, also setting up different time frames from CD, email, course work material for the customers. The VP of Outreach, Sheri proposed to assist on the matter, she will interface with Jess in regards to setting up a system for customer support, and then Sheri will contact Rickey for his input.

New Business for next Agenda-

The VP of communication -Eliot's Letter of Representation of ATA

The next meeting will be on Sunday, October 25, 2009, at 6 pm E.S.T  
the meeting was adjourned at 7:33 pm.