

**American Tarot Association**  
**Minutes of the Regular Meeting of the Elected Officers**  
**April 3, 2007**

The meeting was called to order at 9:07 pm EDT via conference call.

Presiding: Stephanie Arwen Lynch  
Secretary: Sherryl Smith

Present:

Vice President of Communications, Stephanie Arwen Lynch  
Vice President of Education, Errol McLendon  
Vice President of Outreach, Norreida Reyes  
Treasurer, Tracy Hite  
Secretary, Sherryl Smith

**Reports:**

**1. Personal introduction, describe your position, role, goals, associated tarot card**

Vice President of Communications, Stephanie Arwen Lynch

Involved with tarot since 1985. Responsible for Tarot Reflections and the ATA Quarterly. Goal: To revitalize the ATA and attract new members. Card: Queen of Wands, trying not to become the 10 of Wands.

Vice President of Education, Errol McLendon

A teacher in many areas. Goal: to revitalize the mentoring program, the conference in a box idea, and webinars. Card: Prince of Wands since he has quit his day job to pursue his passions (tarot, reiki, acting, and directing).

Vice President of Outreach, Norreida Reyes

Has a background in public policy and politics. Her role is to work with volunteers and public relations. Card: Hierophant, as she is fascinated with dogma as a tool for staying grounded.

Treasurer, Tracy Hite

Has an accounting background. Role: to keep the financial records using Quicken, and do the taxes. She helped with programming the Free Reading Networks. She and Rickey (her husband and Membership Coordinator) have been holding the ATA together on their own for a long time and are in desperate need of assistance. Card: Queen of Pentacles as she is a Mom, a knitter, and the one who takes care of all the practical details.

Treasurer's Report received by email April 2, 2007:

Bank balances:

Paypal - \$413.37

US Bank - \$1502.51

Regular expenses

phone line/DSL = around \$62/month  
long distance & 800 lines = around \$15/month  
Stamps.com = \$15.99/month + postage used  
Merchant Services (credit card processing) = \$9.50/month + transaction fees  
Web hosting = \$10/month  
CallWave (incoming faxes by email) = \$7.95/month  
membership coordinator's commission = \$500/month

Rickey voluntarily turned down his commission for March, mostly for an unpaid vacation while we moved, and because the orders he did process the first part of the month were catching up from late January & February. (This was his own suggestion.)

The ATA's biggest expense is publishing and mailing the Quarterly. Since there was no Quarterly between February 2005 and Fall 2006, expenses were much lower during that period.

#### Secretary, Sherryl Smith

Her role is to make lists, keep the calendar, take notes, and do behind the scenes organizing. Card: Queen of Swords as she has a linear mind, is an inveterate list-maker, and an obsessive researcher of tarot history.

#### **2. Sherryl Smith: Report on her discussion with the Membership Coordinator**

The ATA front office is in obvious disarray. Tasks are not completed in a timely manner, and sometimes not done at all. As volunteers stop doing their jobs, Rickey, with Tracy's help, has had to pick up the slack, causing him to be overwhelmed with more work than he was hired to do.

#### Recommendations:

Set performance standards for all of the Membership Coordinator's tasks and appoint a board member to oversee his performance.

Assess how many hours a month he works and whether he is being adequately compensated.

Reassign the tasks Rickey is doing that are not part of his job description.

#### Reassigned tasks:

Tarot Reflections editor: Norreida

Free reading networks: Errol will work with Jenine about streamlining assigning mentors and trouble-shooting complaints sent to the "Problems" email address.

Recruiting and supervising volunteers: Norreida

Website maintenance – check the links, upload minutes, board information: Stephanie

### **New Business**

#### **1. ATA organization: volunteers vs. paid staff, committees, cross-training, performance measurements, accountability of volunteers/staff to the board**

By unanimous consent the board agreed to the following:

Paid staff: It's premature to discuss hiring more paid staff at this time.

Volunteers: Board members have volunteered to cover the important jobs. Before recruiting for volunteers, we must have a detailed job description and a close estimate of how much time the job will require.

Website Makeover: Stephanie will ask for bids so the board can get an idea how much this will cost.

Cross-Training: This will be discussed later after job descriptions and procedures are in place.

Job Description: We will each re-write the description of our Board position, to be placed on the ATA website.

Policies and Procedures Handbook: As we develop procedures or instructions for our jobs, write them up and send to Sherryl to be compiled into a handbook. This will serve as the ATA's institutional memory and provide continuity as Board members and volunteers are replaced.

Performance Measurements: Everyone will write their own and post them to the ATA\_Board list. Sherryl will work with Rickey, and Errol will work with Jenine on their performance measurements.

Institutional Knowledge: Norreida will post to ATA\_Board a list of questions that will help her determine where there are gaps that can be filled with volunteers.

Accountability: Anything that costs the ATA money should be accountable directly to the board. The VP of Outreach should be responsible for volunteers. This should be put in the bylaws.

## 2. **Mentoring Program (Errol)**

Mentors: It was easy to find volunteer mentors when mentoring helped earn points toward certification. To help mentors be more effective we need: quality control, an educational program for mentors, a suggested curriculum, standardized responses to commonly asked questions, training on the ATA Code of Ethics.

Students: When a questionnaire was published in every quarterly, many people requested a mentor without understanding what the program was about. Many never contacted their mentor, or they were disgruntled if they weren't paired up with a mentor who shared their interests. It's better to ask details about a student's specific interests after they are assigned a mentor.

Action: It was decided by unanimous consent of the Board that Errol will develop questions to be included in a general membership survey. These questions will determine who is interested in being a mentor, what kind of support they need, and whether they want to contact their students by email or snail mail. Stephanie will send Norreida the membership questionnaire Sherryl developed a few months ago. The final questionnaire will be printed in the next ATA Quarterly and posted on SurveyMonkey.com.

## 3. **ATA finances, fundraising, audit**

Finances: Norreida asked Tracy to submit in writing an explanation for the expense categories on the annual financial report.

Fundraising: Results of the brainstorming session:

Sell banner space on the ATA website to Tarot-related businesses. Stephanie will contact the creators of the spider-type banner.

Conduct conference-type events for a small fee.

Sell advertising space in the quarterly. Reach out beyond the Tarot community for advertisers.

Sell T-shirts through Café Press. Advertise a design contest in the Quarterly, lists, blogs, meetups, etc. Have 3 to 5 designs that are ATA-related and 3-5 that are generic tarot.

Educational booklets, or a booklet of spreads, or book of essays, about 40 to 50 pages. Sell at one price to the public and a discount price to members.

Sell a resource booklet that would be updated periodically giving listings of readers, stores, classes etc. Sell advertising space in the booklet and have corporate or business listings for a fee.

Audit: It was decided by unanimous consent that an annual audit is needed to provide transparency to the ATA's financial affairs, and to provide ideas on how to better organize the ATA's finances.

Norreida moved, with an amendment by Tracy, that the Board investigate the cost of hiring an auditor, and determine what an audit entails, then report back to the next Board meeting. Errol seconded the motion. The motion passed unanimously.

Errol moved that Norreida and Tracy fulfill the responsibilities of the previous motion. Sherryl seconded the motion. The motion was unanimously approved.

#### **4. By-laws: timeline and procedures for revising**

It was agreed by general consent of the Board that Sherryl and Norreida will work together to revise the by-laws and post the revisions to the ATA\_Board list.

#### **5. Vacant President's position**

It was the consensus of the Board that a president is needed immediately to represent the ATA in public and to give credibility to the board.

Norreida moved to nominate Stephanie Arwen Lynch for the position of President of the ATA. Sherryl seconded the motion. The motion passed unanimously.

Stephanie will step down as Quarterly editor. Her assistant on the last Quarterly may be able to take over.

Stephanie will contact Teresa Michelson about serving as Election Officer to elect a new Vice President of Communications.

In place of a President's letter in each quarterly, every board member will write a personal communication to the membership.

#### **New business not on the Agenda**

1. Tracy requested that each of us work with her on setting up an email forwarding address for your board position.
2. Addressing the shaken faith of the membership in ATA: The board has decided to commit to a new vision for ATA, and will begin crafting a vision statement directed at a positive future for ATA and the Tarot community as a whole. The board discussed the importance of an open governance process, creating more opportunities for membership feedback, and developing a positive public image for ATA and the Tarot community that is grounded in a unified message and a solid commitment from the leadership to roll up their sleeves. Norreida will post a draft of suggestions for responding to members' concerns. Each of us should check with the rest of the board before making a statement or responding to questions, so we can provide our members

with the clear and consistent responses. The draft will ultimately become a combination of talking points and frequently asked questions that clarify the transition from the old to new ATA

**Next meeting**

Tuesday May 1, 2007 - 9pm EDT, 8pm CDT, 7pm MDT, 6pm PDT

The meeting was adjourned at 11:50 pm EDT.