

**Minutes of the regular meeting of the elected officers of the American
Tarot Association
May 1, 2007**

The meeting was called to order at 9:08 EDT via conference call.

Presiding: Stephanie Arwen Lynch, President
Secretary: Sherryl Smith

Present:

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

The minutes of the meeting of April 3, 2007 were approved as posted.

Reports:

Stephanie Arwen Lynch, President

1. President's Annual Report. Stephanie will add a paragraph about this year's elections then post the report on the website.
2. Bids for website makeover. We received three bids with a large price range. We need to have three to five solid bids before we seriously consider them. What we need on an upgraded website: rotating banners; entry points for members, non-members, and board members; file upload capacity for board members; a shopping cart; an auto-responder for new members and for renewal notices. Creating an affiliate account with Amazon was discussed briefly.
3. Spider banners. This is part of the website makeover. Tracy reminded us to consider handicapped accessibility for the hearing and visually impaired.
4. Logo contest. It was decided by unanimous consent of the Board that we will hold a contest for a logo that will be put on T-shirts to be sold through café press. Café Press's requirements will be included in promotional material for the contest. The logo will also be used on

promotional material and all ATA printed material. Norreida will run the contest with the help of volunteers.

5. Special Election for Vice President of Communications. The election process will be announced in the upcoming Quarterly.
6. New editor for the Quarterly. The Board received a letter from Joy Vernon expressing interest in the position and listing her conditions for accepting the post. We will also advertise for an editor in the next issue of the Quarterly.

Errol McLendon, Vice President of Education

1. Mentor Program: By December 2003, there were at least 15 people who could not be assigned mentors because the Board was doing all the mentoring and there was no one else to help out. A quality control system is needed to ensure that mentors are qualified for the task. If we decide not to revive the mentoring program, we could consider having an email address or phone number where students can get help. We need to ask new members what sort of guidance they need and if they would be better served with an email address or 800 number. The mentor program was originally designed to guide students through the course work, but we currently do not have structured course material for students and mentors to follow, nor do we have a written description of what a mentor does. It's confusing to use the term "mentor" for both the networks and the ATA. New members need to be educated about the mentoring program. Information could be sent out with the educational material.

Comments by other board members:

- Mentoring should focus on transforming the student from amateur to professional reader.
- There should be mentors for the mentors to assure quality control.
- Describe the mentoring program on the website and in an article in the quarterly. (Errol will write an article for the next quarterly.)
- There are three levels of mentoring: for amateurs who want to become professionals, students who want help with the course material, and people who want a tarot buddy.

It was decided by unanimous consent of the Board that ATA mentors will be referred to as "tutors" to distinguish them from the reading network mentors.

2. Resource Book: Work will start in August, with the intention of publishing it near the end of the year.

Vice President of Outreach, Norreida Reyes

1. Tarot Reflections. This monthly online newsletter is a good vehicle for announcements, contests, and anything that requires a quick response from the membership. There is enough material for a June newsletter. Stephanie requested a "What's coming" teaser on the website. Norreida will write a weekly blog which will be on the redesigned website. An announcement will go in the next Quarterly soliciting a writer for Tarotscopes.

2. Membership Questionnaire. The questionnaire will be put on Survey Monkey in a few days for board members to review. It will include questions on demographics, mentoring, what people want from the ATA, and what they want from a website. The survey will be distributed to on-line tarot groups and made available to non-members as well as ATA members during the month of May.

Tracy Hite, Treasurer

1. Monthly financial report. As of April 28 there was \$1,057.08 in the checking account and \$1,058.98 in the Pay Pal account. The largest expenses for April were \$428 for printing 250 copies of the Quarterly, and \$399 for printing 25 copies each of six course books. The quarterly will be mailed out in one or two days and postage will be about \$100. Tracy requested that she and Rickey be given one week notice before the quarterly needs to be mailed out.
Tracy will make the ATA course material available to the rest of the board members so they can review it.
2. Annual Financial Report. Tracy posted the report on the ATA_Board list along with an explanation for the categories. The report will be posted on the website.
3. Audit. Norreida called the Lexington, KY Chamber of Commerce for referrals. No one is interested in working with the ATA because we are too small. It would take one quarter of our yearly gross earnings to pay for four hours of auditing services.
Stephanie said she discussed the situation with a CPA and was advised that the Board's financial culpability is negligible. She suggested removing any mention of an audit from the bylaws.
Norreida suggested using the University of Kentucky Small Business Development Center as a resource, and locating a retired CPA who will review the ATA's financial records.
Tracy will put the ATA's federal tax returns on the website.

Sherryl Smith, Secretary

1. Bylaws update. Sherryl has written a draft of the new bylaws. It was unanimously decided by the Board that Sherryl will contact Bart Lidofsky for advice on the bylaws, freeing Norreida for other assignments. Once a final draft is prepared it will be reviewed and discussed by the rest of the board between meetings to identify any problems or controversy before bringing it to a vote.
2. Membership Coordinator. Most goals have been met. Rickey is making the most recent membership database available to the board, he has explained how the database works, and has discussed his performance measures with Sherryl. He is keeping a log of time spent on ATA tasks. Since he has not acknowledged receiving his list of performance measures, they will be sent to him again.

Renewal notices have not been sent since early 2006. Last week, Rickey sent renewal notices for February through April 2007. He will be instructed to send renewal notices back to July 2006. Rickey has been sending second and third renewal notices three and six months after membership has expired. The procedure will be changed so that the first renewal notice will be sent out the month before membership expires, the second notice will go out one month later, and a third notice will be sent saying their membership has expired and inviting them to rejoin. As a quality control measure, Sherryl will contact new and newly renewed members at random to ask about their experience in signing up for membership.

Future goals: write up detailed procedures for the Membership Coordinator; create backup procedures so the office will not be shut down if the Hite's have an emergency; evaluate the need for continued supervision of the Membership Coordinator.

New Business:

Trade/Business-level memberships (Sherryl Smith). There are 30 “Trade” members who do not pay dues but receive the quarterly. This category is comprised of businesses and notable people in the tarot community. Sherryl will post a list of businesses and individuals in this category. Norreida will explore setting up an affiliate program or an exchange of banner ads with the businesses. We will continue to honor the individuals’ free memberships and reach out to them as possible resources.

Setting higher membership dues for businesses was deferred until the next meeting.

Grievance Committee (Stephanie Lynch). Gina Robertshaw was on the old grievance committee and she is very interested in reviving it. It is the consensus of the Board that it would constitute a conflict of interest to have a member of a certification board on the grievance committee. Stephanie will contact Gina again about this matter.

Timing of elections and annual reports (Sherryl Smith). Sherryl summarized the elections procedures that will be included in the bylaws. The election process will begin in August and conclude with balloting in February of the following year. Officers’ term of office will begin April 1. The Board will have its annual meeting in March to receive the president’s and treasurer’s annual report and to receive the final report of any outgoing officers.

Mission Statement (Sherryl Smith). Sherryl Smith moved and Errol McLendon seconded the motion to accept the revised mission statement that reads: “The American Tarot Association is a professional and social organization for Tarot enthusiasts, students, scholars, and readers. We promote Tarot as a valid and useful tool for personal and spiritual growth by supporting a variety of educational programs. We encourage a high level of ethics in Tarot readings by publishing a code of ethics.”

The motion was unanimously approved.

New Business not on the Agenda

Letter to the media on the Philadelphia situation. Norreida wrote a draft letter to the media expressing the ATA’s displeasure with the city of Philadelphia for closing down businesses run by legitimate card readers,

astrologers and psychics. The board decided by unanimous consent to send the letter to the media as soon as possible with suggested minor revisions. The letter will be sent to newspapers in Philadelphia, the New York Times, Los Angeles Times, and any other media suggested by board members. It will also be posted on the website and sent to online tarot communities. Since the ATA does not retain legal counsel, we will approach the Lady Liberty League, Universal Life Church and other organizations involved in legal defense as possible resources in the future.

Simon and Schuster book: Simon and Schuster has asked the ATA to cooperate with them in marketing a young adult fiction book written by Maria Fredericks who is a tarot reader. They have suggested we give them space on our website to promote the book in exchange for being able to offer autographed copies of the book or readings by the author as contest prizes. Discussion of this matter is deferred until Stephanie and Norreida read their review copies.

Posting the Quarterly on the website. It was decided by unanimous consent of the Board to post the Quarterly on the website as soon as it is available rather than waiting until the print version has arrived in members' mail boxes.

Next meeting: Friday, June 1, 2007, at 9pm EDT, 8pm CDT, 7pm MDT, 6pm PDT.

The meeting was adjourned at 11:55 pm EDT.