

**Minutes of the Regular Meeting of
The Elected Officers of the American Tarot Association**

April 14, 2008

The meeting was called to order at 9:05 pm EDT 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
Treasurer, Tracy Hite
Secretary, Sherryl Smith

Absent:

President, Stephanie Arwen Lynch

The minutes of the meeting of March 17, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite – Monthly Financial Report:

Balances as of 4/13/08:

Checking - \$8174.65
Paypal - \$2913.87
Total funds - \$11,088.43

There were two major expenses this month, 2007 income taxes and the Spring 2008 Quarterly.

Federal taxable income - \$12,119.55
Federal taxes paid to IRS - \$1817.93 (15%)

Kentucky state taxable income - \$12,079.00 (excludes Paypal dividends)
State taxes paid to Kentucky - \$658.00 (\$175 minimum license fees + \$483.00 income taxes [4%])

The tax returns were filed by mail on April 8th.

Total expenses for the Spring 2008 Quarterly were \$809.79:

Printing - \$538.00
Editor's Commission - \$180.00
Labor (9.5 hours) - \$209.00
Bulk mail postage - \$118.79

Quote from Lynn Imaging for printing & folding advertising flyers, per 100 double-sided copies:

Color on white paper - \$141.50
Greyscale on white paper - \$16.50
Greyscale on pastel paper - \$17.70

Printing color on one side and greyscale on the other would be the same price as full color as they would have to run it through a color machine. Printing the flyer in color is not financially feasible.

Vice President of Communications, Allan Ritchie

Reading Networks Report

Free Tarot Network

1. How many Readers were active in the month - 65
2. How many Mentors - 28
3. How many are currently on pending approval – 25

Free Reading Network

1. How many readers were active in the month - 23
2. How many Mentors - 10
3. How many are currently on pending approval - 2

Six new readers have joined the networks since the last report.

Website redesign

I've been working with Jes on the redesign project. We have decided to keep the three-column design of the original mockup, but eliminate the navigation links on the left and only have them across the top. The colors will be the same as the promotional flyer – white with accent colors.

Vice President of Education, Errol McLendon

Updated courseware and motion to approve the courseware

- As no one suggested any changes to the revised courseware, the revisions posted in the Files section were approved by unanimous consent.
- The audio version of the correspondence courses no longer matches the written text and contains much of out-of-date and erroneous information. It should eventually be re-recorded.
- Tracy moved that, effective May 1, 2008, the ATA discontinue selling the courseware booklets and audio tapes as a set. The audio version of the Correspondence Courses (Introduction, Intermediate and Advanced Tarot) will be sold at a reduced price of \$30 with a written warning that it contains out-of-date information and does not match the written booklet. The motion was passed by unanimous consent.
- The price of the printed booklets will remain \$15.00. The three special topics booklets and audio courses will remain at the same price, as they have not been revised.
- Tracy reported that it will take five days, at the most, to print new booklets, and will probably cost a few hundred dollars. Only a few copies of the old booklets remain, so they will be thrown away.
- Sherryl moved that Rickey Hite be authorized to pay for printing the revised courseware booklets. It was approved by unanimous consent.

Mentoring program

- The mentors will be given the opportunity to review the updated courseware for a few weeks before the mentoring program starts up.
- Sherryl will send Jes the courses in Word format, ask her to convert them to PDFs and post them to a private website. The mentors will be sent a link to the page so they can download the courses.
- Notify Errol via email if you know of someone who wants to participate in the mentoring program.
- Rickey will be asked to send a special email to all the members in early May announcing the re-start of the mentoring program.

Vice President of Outreach, Sheri Harshberger

The promotional flyer is finished. Reflections' circulation has jumped by 200, thanks to the contests. The readership was almost 800 last month.

Member-at-Large, Paul Weiss

- Volunteered to produce a section of the website devoted to professional support for the members.
- Wants to work on providing support for local tarot groups.

Secretary, Sherryl Smith

Monthly report on policies and decisions made between meetings

- It was decided by a majority vote to approve the President's Annual Report for 2007.
- It was decided by a majority vote to approve the promotional flyer.
- It was decided by mutual consent that the Vice President of Outreach would draft a press release addressing the alleged illegal activities by two Tarot readers in Napierville, IL.

New Business:

Sherryl moved, and it was passed unanimously, to amend Article V Section 4 of the bylaws to read:
Section 4. Quorum. A quorum shall be a majority of the active members of the Board of Directors (**four** if all board positions are filled).

The date of the next meeting is tentatively May 19, 2008, but will be determined by email discussion.

The meeting was adjourned at 10:25 pm EDT