

**Minutes of the regular meeting of the elected officers of the American Tarot Association
June 23, 2008**

The meeting was called to order at 9:08 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

The minutes of the meeting of May 19, 2008 were approved as posted.

Reports

Treasurer, Tracy Hite:

Current funds as of 6/23/08:
Checking \$6,740.91
Paypal \$5,010.34
Total \$11,751.25

Our Registered Agent fee with Business Filings Inc. expires July 1st, payment for \$139.00 to renew for another year has been made.

We received notice from The UPS Store that their mailbox prices will be going up July 1st, our box was due to renew in late July so I went ahead and paid for another year's rental at the current price (\$180).

Paypal recently added the ability to create and save invoice forms, which Rickey has been using to invoice new FTN applicants who aren't already ATA members for the Networks fee. I suggested creating invoices for the monthly renewal notices he normally sends by email, which he's done. Of the 54 invoices sent out on June 18th (for Internet memberships expiring in May - July) six have already renewed, most the same day.

President, Stephanie Arwen Lynch:

I haven't written yet to the Korean woman who wants to translate our educational material.

Vice President of Communications, Allan Ritchie:

Reading Networks Report

Free Tarot Network

1. How many Readers were active in the month - 68
2. How many Mentors - 27
3. How many are currently on pending approval – 30

Free Reading Network

1. How many readers were active in the month - 24
2. How many Mentors - 11
3. How many are currently on pending approval - 1

We have a volunteer to handle network problems and have received feedback that he's doing a good job.

Website redesign

Jes has been busy on other projects but will be able to devote more time to the website redesign in July. She wants to mirror the site before launching it for the public at mirror.ata.com. The redesign of the courses section has not been uploaded yet and should be made a priority. Mail has been bouncing from the webmaster email address, so this address needs to be verified.

Vice President of Education, Errol McLendon:

Three more people requested a mentor, so we have fourteen people with mentors, and eight mentors who have not been assigned students yet. We got good feedback on the email I sent to everyone in the program. I will continue with a monthly email check on all mentors and students.

Member-at-Large, Paul Weiss

Paul suggested using a social networking site to create a community of professional readers. He will present a detailed description in writing before the next meeting.

Errol and Arwen stated that social networking sites have many useful tools but we want to be careful not to associate the ATA with a network that is frivolous. We need to ask Jes how much time it will take to include networking capabilities in the website.

Secretary, Sherryl Smith

Report on policies and decisions made between meetings

The board decided by mutual consent via email discussion to refuse the request of a tarot teacher to use some of the ATA's educational material in his courses.

{Sheri Harshberger joined the meeting at this point.}

Arwen directed Sheri to write up a standard letter of refusal to send to people who want to use our educational material. We can also send them a link to our policy on the FAQ page.

Omega Institute Report

Sherryl took the ATA's promotional flyer to a 7-day workshop given by Mary Greer and Rachel Pollock at the Omega Institute in New York, where they gave her class time to promote the ATA. We got feedback from an ATA member who said our letter on the Toronto beauty pageant made her proud to be an ATA member, and she had printed it out to show to people who disparage Tarot readers. We need something on the website that members could use as a foundation for their own explanation of what ethical Tarot is.

Arwen directed to Sheri to draft a statement.

Vice President of Outreach, Sheri Harshberger:

I've been introducing the ATA to publishers and exchanging contact information with them. They are often slow to respond.

New Business

Discussion of how to support local tarot groups

- Tarot readers often feel isolated, so local networking is very important.
- Many people who are interested in volunteering are also interested in starting a local group.
- Send copies of the Quarterly and our flyer to groups.
- Paul can mentor people who need help starting a local group.
- Set up a directory of local groups on the website. It will have to be monitored to make sure the leaders are ATA members.
- Paul will keep a list of people who are interested in starting a local group.
- Sherryl will post an announcement on ATA-Connections asking people who are interested in starting a local group, or are already leading one to contact Paul.
- The email address local @ata-tarot.com will be set up to forward to the Member-at-Large as a contact for local group leaders.

New Business not on the Agenda

Tracy: SultanHost has notified us we are running out of storage space. We need to decide how much more space we need with the redesigned website and networking capabilities. I will post a comparison of the levels of service Sultan offers.

Allan: There is a continuing controversy about the ATA's stand on certification. Do we want to make an official statement? Errol and Arwen pointed out that our policy on certification is already spelled out in the FAQ and the training material, so all we need to do is point people to those resources.

Arwen: The network readers on Roadtalk are putting together a packet of form letters with suggested wording for respond to clients with various issues. We will ask them to present the letters to the Board for approval, then post the letters to the reader's pages of the network websites and to the files section of Roadtalk.

After a general discussion, everyone agreed that the code of ethics should not be amended to address third party readings, as this was a personal decision for each reader.

The next meeting will be August 11, 2008, 9 pm EDT.

The meeting was adjourned at 10:45 pm EDT