**AMTA KENTUCKY CHAPTER  
BOARD OF DIRECTORS  
Meeting Minutes  
August 11, 2014 at 7pm EST  
Call in number 1-619-326-2730, PIN 291552#**

**Board Members Present:** Justin Magnuson, President; Collette Wilson, IPP; Cathryn Forester, 1st VP, Sandy Gadd, 3rd VP; David Phillips, Treasurer; Valerie Smothers, Secretary **Non-Voting:** Caren Williams, Communication Chair **Absent:** Kala Carby-Borders

**Call to Order:** Justin Magnuson called the meeting to order at 7:02 PM EST.

**Approval of July 2014 minutes:**

**Collette Wilson made a motion to accept July’s BoD meeting minutes. David Phillips seconded. All ayes, motion passed.**

**Approve Agenda:**

**Cathryn Forester made a motion to approve the agenda as written. Sandy Gadd seconded. All ayes, motion passed.**

**Old Business**

* **Summer Meeting**- Great success with a profit!
* **Sports Team Policy Revisions**-Revisions still being made
* **Policy and Procedures Manual**-Discussed the need for a committee vs individual contributions to the Manual.

**New Business**

* **Marketing budget for fall brochure**

**Collette Wilson made a motion that we send the Fall Brochure in print to all AMTA-KY members and send an E-Blast thru Constant Contact to all massage therapists in KY, IL, TN, OH, and IN. David Phillips seconded. All ayes, motion passed.**

* **Legislative Follow-up**

**Reports**

**Sports:**

Sports team has nothing new to report.

Our next event that we help out with is end of August for Louisville ironman. We will have new news then, tx  
 Submitted by

Jen Patterson, LMT

**L&L:**

Justin will be speaking to KK (?) about co-chairing L & L. Cyndi Schnell’s availability has diminished.

Justin attended the July KBLMT meeting and discussed HCP status with the board.

**Education:**

Fall meeting: Valerie has agreed to be registrar.

Pricing; '13 we charged 125.00, gave 25.00 vouchers for spring meeting Do we:

1) Keep pricing same? Add supply fee of 7.00 with spa class

2) Raise to 135. With voucher include supply fee of 7.00 for spa class?

3) Raise to 150., give 25.00 for spring and include spa class supply fee in registration?

BOD attendance: This is a bare bones meeting, staff support necessary is minimum.

SUMMER 2015: return to General Butler? Same dates (last weekend in July) General Butler needs to be reserved in advance and is still available. More double rooms avail, not certain enough for BoD. BOD can determine lodging for them at later date. We have no coordinator at this time.

Submitted by: Collette Wilson

**Cathryn Forester made a motion that pricing for the fall meeting be priced at $135.00 which includes a $25.00 voucher for the spring 2015 meeting and covers the $7.00 per class participant for spa supplies. Justin Magnuson seconded. Collette Wilson abstained. All ayes, motion passed.**

**David Phillips made a motion that we cover any Board of Director’s transportation and registration (not hotel) to attend the fall meeting if they are needing CE’s. Valerie Smothers seconded. Collette Wilson and Justin Magnuson abstained. All ayes, motion passed.**

**Cathryn Forester made a motion to keep the location at General Butler State Park for the 2 day summer meeting the last weekend of July 2015. Justin Magnuson seconded. All ayes, motion passed.**

**Units:**

**Membership:** Membership for August is 738.

There are 7 new members:  3 graduates, 2 students and 2 Professional Active.

There are 3 transfers:  1 from IN to Louisville, 1 from VA to Louisville and 1 from OH to Richmond.

Submitted by

Sandy Gadd

3rd VP

https://ssl.gstatic.com/ui/v1/icons/mail/images/cleardot.gif

**Communication, Newsletter, Website:**

**Collette Wilson made a motion that we pay our webmaster a stipend of $45.00 a month. Cathryn Forester seconded. All aye, motion passed.**

Justin, Caren & Lisa will discuss issues with the website conversion and make a list of issues. Justin will communicate our concerns with Mark Tyle.

COMMUNICATION REPORT JULY 2014 revised 8:00pm

Caren Williams, Communications Chair

Communication Report July 2014 -

* Developing a group volunteers for the Newsletter Editor and Committee members and setting up a conference call with Prospective Volunteers Shannon Runke and Jennifer Hooten. On this call will be Justin Magnuson and Val Smothers.
* Providing feedback and guidance for Lisa Peters, Webmaster, on the Website Migration.
* Policy and Procedures Manual for Communication Chair, Newsletter Editor and Standing Rules Committee.
* Updated Constant Contact with the July 2014 Roster, Green River/Owensboro Unit, Louisville Unit, Bluegrass Unit and NKY Unit.

Newsletter Report July 2014 -

With the recent Newsletter Editor Position Vacancy, I decided to reach out to Cherie Kiesler, previous Newsletter Editor, so she could fill me in on the processes of the Newsletter editor Position. She emailed me a Newsletter Checklist which she developed, and we had a great conversation of how the process should work. I have the AMTA-KY Newsletter and Website Advertising Price list and FAQ’s along with Schedule of the Newsletter delivery dates provided by Kenny Lyons which was attached to the Feb. 2014 BOD Meeting Agenda.

After gathering all this information, I contacted Justin Magnuson requesting a call on what our next course of action should be. On this call, we discussed the possibility of sending out an electronic Newsletter with the delivery date of September 15, 2014. Since, the chapter has a Newsletter Editor vacancy we have decided that the next issue will be sometime in November 2014 and that issue will be sent out via of US Mail using Quantum Graphics for this mailing. This November issue will also have information announcing our April 2015 Spring Conference. Sometime in December, the Education Committee will send out the April 2014 Spring Conference Brochure separate from a Newsletter via US mail using the Summer Brochure.

As Communication Chair, I have contacted volunteers Jennifer Hooten via phone and Shannon Runke via e-mail to set up a Newsletter Committee conference call. I will be asking Justin Magnuson and Val Smothers to participate in this call to keep them in the loop.

Website Report July 2014 – Lisa Peters Webmaster and Caren Williams

As you all are aware, the website migration is NOT progressing as smoothly as we had all hoped. The lack of communication, the timeliness of the responses we do receive, and the quality of the work that has been done to date lack a LOT to be desired. Accessing the zipped file on the Google Drive was the final straw for me regarding my confidence in this migration. I have serious concerns about the knowledge level of the people doing this migration.

I have included Laura Sabransky at national on this email as she was the initial contact for this effort. I did share with Laura that I did work in IT for over 2 decades for a major international company and was involved in numerous projects that pertained to centralized/decentralized IT processes prior to changing my profession. I don't expect this feedback to help with our effort. However, it may help other chapters who choose to go this route. You can't fix or improve issues if you are not aware of them.

\*  We should be getting weekly or bi-weekly updates without having to send multiple requests as to the status of our migration.

\*  If the content we submit doesn't meet requirements, we should be notified instead of assuming what they choose will work for us.

\*  I cannot emphasize enough the importance of communication or lack thereof in this case as it is an indication of what we can expect once we are able to go live! This is not a good thing!!!!!

\*  Our website is not a complicated site and we did provide the zipped file access the day after our current web host made it available to us. Systems Insight zipped the content docs/images the same day we requested it. That was almost 2 months ago!

\*  We may need to reconsider this migration.....at least until they are able to get "it" together to work out some of the kinks.

\*  I truly expected a much higher level of professionalism and knowledge when this was presented at the end of last year and even during our initial planning meeting at the beginning of February this year.

\*  Very, very disappointed and most discouraged!

Lisa

**Marketing:** Marketing is working on three things:

\*the fall brochure

\* on-line registration for fall

\*the development of a marketing strategy for the chapter.

Katherine Warner

Marketing chair

**Benevolence:** Nothing to report

**Standing Rules:** After the Summer Meeting Minutes are finalized and voted on by the BOD, Caren Williams will submit the July 2014 Revised Standing Rules along with the Summer Meeting Minutes to the Bylaws Committee chair, Cheryl Siniakin.

**Treasurer/Budget:** Treasurer's Report for August BOD meeting

1. Our bank account has $4276.86 more on July 31 than it did on the same day last year.

2. Our P & L shows most of the expenses for the Summer Meeting, but none of the income.

3. Our Education Team left us with a surplus of $4276.86 after all of the income and expenses were added up. If there are any other expenses that should be paid, or if some of the expenses are in the wrong places, please advise.

GOOD NEWS. PAMI has agreed to be the new Treasurer in 2015 if elected!

Dave

**Collette Wilson made a motion to adjourn at 8:58PM EST.**

**Next Meeting: Monday September 8, 2014**

Respectfully submitted,

Valerie Smothers, Secretary AMTA-KY