

**AMTA-WI Chapter Board of Directors Meeting
Via Gotomeeting
December 5, 2011 7pm**

Meeting called to order by Kay Peterson at 7pm

Board Members and Committee Chairs present: Kay Peterson (President), Amy Remillard (Immediate Past President), Ellen Wittwer (1st Vice President/Awards Chair), Amy McLoughlin (Outreach Chair), Corrin Burnell (3rd VP/Scholarship Chair), Terry Bauer (Secretary), Mya Rowe (Treasurer), Casey Guilfoyle (Website Chair), Lynn Kutz (Display Unit Chair/Social Networking Chair)

October 9, 2011 Board of Directors

Motion: Ellen moved to approve the minutes from October 9, 2011 as corrected. Corrin seconded. All approved.

Expenses will be submitted to Mya and the Board approval for reimbursement will occur via e-mail.

Board/Committee Reports

1st Vice President/Awards: Ellen Wittwer reported from the ad hoc committee on shirts/jackets: We viewed a selection from the committee for fleece jackets with a patch. Decided to print extra patches to distribute to new members. The idea of selling them was tabled due to the fact that we would need to have sales tax, which is a task we may not be willing to take on. Purple was accepted as the color of choice. The total cost for embroidery and jackets will be \$700 for 20 jackets. We will be having magnetic badges made that have our logo and the word VOLUNTEER on them.

Motion: Kay moved to accept the findings of the Ad Hoc committee. Corrin seconded. All approved.

3rd Vice President/Scholarship: Corrin Burnell reported someone questioned if a committee chair was eligible to write an essay for the contest and it was decided that yes they are.

Education: Erin not present

Government Relations: Doug Radtke stepped down due to health reasons and Kay gave us an update on the following: SB280 letter to Senator Moulton was reviewed, an explanation of SB280 was presented as well as links provided by Casey to the website for

reading the text of this proposed legislation The letter was sent today after approval from the Board and National. **Online Voting** subject was discussed briefly, need to look at the impact both positive and negative that this might cause, increased involvement is an upside but loss of face to face voting is a concern for some. Perhaps we can develop a hybrid that suits our needs, information on the process is available on the intranet under Elections sub section Online Chapter Elections.

Website: Casey Guilfoyle reported an Advertising Update: Casey took us on a virtual tour of the new advertising concept that we will be employing using a new banner section that will allow the ads of our sponsors to be located on two sections of the left side column, ads will change at the same tempo as the photos on our top banner, we will be able to change the ads ourselves, advertising will be offered in three packages, Standard, Premium and Deluxe (or wording to that effect) Social Networking: Casey, Amy M. and Lynn formed an ad hoc committee that began development of a social media policy for the chapter, Lynn has agreed to Chair this new Committee and share with us all the proposed policies and begin the process of setting up a new AMTA facebook page. Michael Reynolds from Indiana will be presenting a short informational segment at our next face-to-face board meeting on February discussing marketing strategies for our chapter using social media.

Display Unit: Lynn Kutz reported that a member checked out the pop up units and was very pleased with this benefit of being a member.

Immediate Past President/Membership: Amy A. reported we have 1794 and provided us with a peek at some of the options for new member packets. It was suggested that she select a few options and present them at the next Board meeting and over email in the upcoming months.

Outreach: Amy M. reported on their latest outreach efforts “Making Strides Against Cancer” raised \$74 and that the goal for the Outreach committee of three planned events in 2011 was exceeded by one event. The plans are for several more during the warmer months of the year.

Treasurer/Education: Mya Rowe reported the current numbers and pointed out that roughly \$30,000 was drawn from our reserves this year, this number reflects payments for our lobbyist as well as the fact that revenue was lowered by roughly \$30,000 this year due to the removal of the chapter fee. Our balances are: \$35,932.26 in Checking, \$76,106.63 in L&L, \$80,583.26 in general fund for a total of \$192,642.61. The new laptop for the Treasurer is in and she is working with National getting the information transferred.

Sports Massage Team: Ronnie was not in attendance.

Newsletter: Cynthia Sam was not in attendance but we all viewed the new look of our newsletter in full color, it looks fantastic.

New Business

Set February Board Meeting Feb 12, 2012 was set for a face to face Board of Directors meeting, location to be determined either Milwaukee or Madison. Michael Reynolds from Spinweb has offered to present a brief segment on marketing the chapter through social media.

Set Chapter Meeting Schedule 2013 the dates for 2013 will be determined via email.

Policy Manual: We will form a committee via e-mail.

Call for Additional New Business

None at this time.

Motion: Terry moved to adjourn the meeting. Amy R. seconded. All approved. Adjournment was at 8:28pm.

Respectfully submitted by Terry Bauer, Secretary