

**Illinois Athletic Trainers Association
BOARD OF DIRECTORS BUSINESS MEETING**

Tuesday, January 24th, 2017

9:00 pm

Conference Call

BOARD ROLL CALL

Present:

President	Matt Munjoy, ATC
Past-President	Mike "Sully" Sullivan, ATC
Vice President	Jordan Anderson, ATC
Treasurer	Kristin Romani, ATC
Secretary	Jenny Ludwig, ATC
Reg 1 Representative	Mike Porters, ATC
Reg 2 Representative	Joe Cunnane, ATC
Reg 3 Representative	Thad Walker, ATC
Reg 4 Representative	Bill Dill, ATC
Governmental Affairs Director	Kristen Streeter, ATC
Public Relations Director	Mike Gilboe, ATC
Development Director	Kristen Brendel, ATC
Communications Director	Andrea Kovalsky, ATC
IL Representative to GLATA	Joe Whitson, ATC
Membership Director	Greg Garofalo, ATC

Absent: Cunnane, Dill, Streeter, Whitson

GUEST ROLL CALL

Present:

CISM Team Coordinator	Tanya Marquez, ATC
Committee on Professional Advancement Chair	Holly Odean-Carpenter, ATC
Education Committee Chair	Noelle Selkow, ATC
Secondary Schools Committee Chair	Phil Dryer, ATC
Archivist	Dave Jerbi, ATC
Student Congress Advisor	Taylor Arman, ATC
Illinois Student Senator to GLATA	Jake Campbell
Illinois Student Senator to GLATA	Marissa Anderson
IATA Student Congress President	Alexandra Harris
Young Professionals Chair	Greg Nordlund

Absent: Marquez, Dryer, Jerbi, Arman, Campbell, Anderson, Harris, Nordlund

= Motion and Vote Expected or Possible

1.0 CALL TO ORDER/INTRODUCTIONS - 9:05 pm

**2.0 # APPROVAL of Cubs Yearbook Advertisement Package - Munjoy/Gilboe
Appendix A & B**

Gilboe moves to approve \$8,000 for Chicago Cubs yearbook advertisement package. Garofalo seconds. For this package would only receive 4 tickets total for season, with 50 compliment issues of yearbook (that typically sell for \$10/each).

Following this was a lot of discussion about the advantages and disadvantages of participating in this advertising opportunity.

COPA Chair Odean-Carpenter has been discussing with NATA COPA members possibilities about getting profession out more publically in areas like this in professional sports. There is concern about the impact of this deal with other IATA sponsors that are affiliated with other local professional sports (i.e. Midwest Orthopedics at Rush, Athletico Physical Therapy)

Past President Sully expressed concern about the fact that previous advertisement has been either free or less money than this and there is worry about the message this conveys to other sponsors.

Kovalsky discusses potential reach of this advertisement is further than that of current social media.

Walker poses question of what is this accomplishing? Is there another group/entity that could team up with IATA to produce this advertisement?

Operating Numbers (from Romani)
Operations = \$80K, soon to be \$124K.

Munjoy is worried about not getting a sufficient return on investment, though there is increased exposure and reach with this opportunity.

Walker also asks if this provides evidence of fundraising to NATA? Sully responded this is partially the case.

Anderson poses question of, "could this be considered PAC fundraising?" Not all advertising the IATA does as an organization to get the logo out to the public gets a return. This opportunity could help get more exposure in the future.

Sully poses concern that there is no clear purpose with this proposed investment.

Garofalo asks if there is potential to get Mark O'Neal and other Chicago Cubs Sports Medicine staff to support us/our organization in this opportunity?

Cubs representative needs Y/N answer by the end of this week, and design for advertisement is due by end of February.

Walker brings up point that this is about 5% of budget, but could be worth it.

Brendel proposes raffling tickets at GLATA.

Gillboe moves to approve this. Garofalo seconds. 9-1-1. Motion carries.

3.0 Adjournment: Brendel moves to adjourn. Ludwig seconds. 10-0-0. Motion carries. Time: 9:49pm.