

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

Sunday, November 11, 2018

3-6 pm

IATA State Meeting, East Peoria, IL

BOARD ROLL CALL

Present:

President	Holly Odean-Carpenter, ATC
Past President	Matt Munjoy, ATC
Vice President	Jordan Anderson, ATC
Treasurer	Kristin Trinite, 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	Andrew Renner, ATC
Governmental Affairs Director	Kristen Streeter, ATC
Public Relations Director	Mike Gilboe, ATC
Development Director	Megan Hutchins, ATC
Communications Director	Andrea Kovalsky, ATC
IL Representative to GLATA	Joe Whitson, ATC
Membership Director	Greg Garofalo, ATC

Absent:

Gilboe.

Anderson and Munjoy joined later. Anderson joined at 4:02pm, and Munjoy at 3:57pm.

GUEST ROLL CALL

Present:

CISM Team Coordinator	Tanya Marquez, ATC
Committee on Practice	
Advancement Chair	Charley Young, ATC
Education Committee Chair	Noelle Selkow, ATC
Secondary Schools Committee Co-Chairs	Gaa, Florence
Archivist	Dave Jerbi, ATC
Student Congress Advisor	Taylor Arman, ATC
Illinois Student Senator to GLATA	Colletti, McCormack
IATA Student Congress President	Colletti
Young Professionals Chair	Greg Nordlund

Absent: Gaa, Nordlund. Selkow joined late at 5:04pm.

= Motion and Vote Expected or Possible

1.0 CALL TO ORDER/INTRODUCTIONS - 3:17pm.

2.0 # APPROVAL of the Sunday, November 11, 2018 MEETING AGENDA

Whitson moves to approve the agenda for this meeting. Walker seconds. 11-0-0. Motion passes (Anderson and Munjoy not present during vote).

3.0 # APPROVAL of MINUTES

3.1 Approval of Minutes from the September 16, 2018 Board of Directors Meeting (Appendix A)

Cunnane moves to approve the meeting minutes from the September 16th BOD meeting. Garofalo seconds. 11-0-0. Motion passes (Anderson and Munjoy not present during this vote).

4.0 Reports - Board of Directors

#4.1 President Report (See report)

- Odean-Carpenter

#4.1.1 Appoint new YP Chair, effective Nov. 2018 (Appendices C, D, E)
Need to appoint new YP Chair, effective this month. There are two nominees. Anne Burke and Alyssa Anderson are the two.

Ludwig moves to appoint Anne Burke the new YP Chair, effective this month. Munjoy seconds. 13-0-0. Motion passes. Anderson and Munjoy now present for voting.

4.2 Past President Report (See report)

- Munjoy

4.2.1 AT Practice Act meeting with Kristen Streeter, Tory Lindley and members of Athletico. Streeter approached VPs at Athletico about meeting about supporting the practice act, as Athletico VPs recently campaigned for Direct Access for physical therapy. They discussed BOC Standards, etc. Streeter reports this was a good meeting to help further educate and update the VPs at Athletico on the athletic training practice act and how we can leverage them for future grassroots efforts. Future meetings could be held with ATI. Still hitting hurdles with practice act, but making progress. Streeter will keep BOD updated.

4.3 Vice President Report (See report)

- Anderson

4.3.1 IATA/CSMS Golf outing finances

Anderson met with Jerry Bornhoff about 4 weeks ago to discuss combining the two golf outings. CSMS' outing has a lot of physicians, PTs, and other allied health professionals, whereas ours is more so attended by ATs. CSMS gets direct funds for this event from sponsors, whereas the IATA gets funds through sponsorships for the year and we apply a portion to this. There is a discussion on how to proceed with this, as the CSMS and IATA golf outings usually have a number of the same sponsors, and previous discussions with

Bornhoff and Anderson included how profits would be split in order to avoid a loss for either organization. Streeter asked if we did combine the events, if we could do a good silent auction and/or PAC raffle opportunity at this event. Anderson said he would mention this to Bornhoff.

4.3.2 2019 IATA State Meeting

No location determined yet. This is because of potential format change of meeting that was previously discussed. Will reach out to Kevin Gerlach for potential recommendations. Idea to have Honors & Awards breakfast instead of luncheon was proposed by Whitson to save on money. After additional discussion, we will keep it as a luncheon for 2019, but will include something in the evaluation from 2018 about this.

4.4 Treasurer Report (See Report) - Trinite

4.4.1 Account Updates, as of 11/7/2018

1. Operations: \$165,222.33
2. PAC: \$21,173.00
3. Development: \$23,457.51
4. Money Market: \$45,240.54
5. Endowment: \$9,033.73
6. RBC: \$55,789.94

Trinite explained the breakdown of the accounts. Trinite is still working on new accountant, as discussed at September 2018 meeting.

4.5 Secretary Report (See report) - Ludwig As reported.

4.6 Membership Director Report (See report) - Garofalo

4.6.1 IATA Safety in Football initiative

Garofalo provided update on this initiative. The hashtag #ATSafeFB had the following action: 24,404 Twitter impressions, 623 engagements on social media. 2.6% average engagement rate. 242 Tweets, 94 comments, 836 re-tweets, 3,997 likes. Secondary Schools Committee members discussed this in their meeting how to improve this initiative for next year.

4.7 Region 1 Representative Report (See report) - Porters As reported.

4.8 Region 2 Representative Report (See report) - Cunnane As reported.

4.9 Region 3 Representative Report (See report) -Walker As reported.

4.10 Region 4 Representative Report (See report) - Renner
Bottle sales last night were successful. \$575 donated to PAC from the sales of water bottles. Renner and his group won the PAC Trivia last night, and they donated additional \$100. Total donation to PAC = \$675.

4.11 Governmental Affairs Report (See report) - K. Streeter
4.11.1 Illinois Board of Athletic Trainers update
Governor Rauner was looking to remove this recently. This comes at a surprise to Streeter, who also serves on the Illinois Board of Athletic Trainers. Regulatory practices will still be done, but in a different way. Streeter will keep the BOD posted. Garofalo asked if this will be used for potential future deregulation purposes.

4.11.2 Stipend for GAD Position Update
Accountant discussion of giving stipend for GAD position. Not sure if the BOD will be moving forward with this, and Streeter will continue research of other state associations to see how their GAD position is coordinated. Previous motion was "Streeter moves to restructure the GAD position as follows: Appointed as Incoming GAD (one year term), GAD (two year term), Past GAD (one year term)." Streeter states that changes needs to be made in the bylaws for this, along with adding healthcare attorney into the Governmental Affairs Committee and the Legislative/Political Action Committees as a consultant.

4.12 Public Relations Director Report (See report) - Gilboe
As reported. Not at meeting.

4.13 Development Director Report (See report) - Hutchins
4.13.1 Changes to sponsorship levels (Appendix F)
Hutchins provided breakdown on what sponsors pay and what their benefits are for what they pay. General speaking, it costs \$200 for a single Eblast (a la carte) from an organization that does not sponsor IATA and does not get an Eblast as part of their sponsorship package. Hutchins discussed combining some of the sponsorship privileges, or restructured the sponsorship benefits. Hutchins also discussed restructuring when sponsors pay.

Hutchins has been recently been communicating with NorthShore. They are currently a Presidential Sponsor. They are contemplating dropping to a lower level status because they feel they are not utilizing all of their benefits. However, they want to continue to have some of the higher level benefits while paying a lower amount.

4.14 Communications Director Report (See report) -Kovalsky

4.14.1 Addition of the Instagram account to social media

Need to add wording onto social media policy for the addition of an Instagram account. Kovalsky wants to make sure we are doing this correctly. There was additional discussion about creating hashtags for each committee (such as COPA, Secondary Schools, etc).

Whitson moves to accept addition of Instagram in accordance with IATA Social Media policy. Munjoy seconds. 13-0-0. Motion passes.

4.14.2 Switching to a free MailChimp plan

MailChimp is software used to make Eblasts look professional when they are sent out. They now need to start collecting sales taxes. Kovalsky determined the cost will be less than \$2 per year, and our association does not quality to switch to a free plan.

4.15 State Rep to GLATA Report (See report) -Whitson

As reported.

5.0 Reports – Committees

#5.1 Finance Committee -Trinite

#5.1.1 2019 IATA Budget (Appendix G)

Trinite discussed the breakdown of the budget, and any particular changes that were made. Trinite moves to approve the 2019 IATA budget. Munjoy seconds. 13-0-0. Budget and motion passes.

5.1.2 PNC Points

Discussion about this and the use of points moving on. Trinite will create a policy for the use of these to be voted on at a later time.

5.2 Committee on Practice Advancement (See report) - Young

As reported.

5.3 Secondary Schools Committee Report - Gaa/Flo

5.3.1 SS Twitter account

This topic was covered as part of another discussion involving social media earlier in the meeting. No account will be created. Instead, there will be hashtags developed for SS initiatives.

In addition, SS had a meeting today, and it was productive. Short term included Safety in Football initiative, and how to get more schools involved. Another discussion involved inquiring about purchasing advertising to be announced during IHSA playoff events. A goal is to get into the School Board Association meeting and having a booth. Another goal is to determine how schools are getting AT services, organizing data, and then presenting it to the School Board Association and IHSA.

5.4 YP Committee Report (See report) -Nordlund
As reported. Nordlund not present at meeting; transitioning out of role.

5.5 Education Committee Report (See report) -Selkow
As reported. The Board congratulates Selkow on a successful meeting.

5.5.1 Future Call for Proposals announcements

Discussion about this moving forward to try to get more proposals. Will look into idea of sending this out in the Eblast for more exposure and ideas.

5.6. Archives Committee Report (See report) - Jerbi
As reported. Successful table event at IATA meeting. Jerbi recently tried to go to the Archives in Springfield and had difficulty with this. He was also told only things for research purposes could be submitted moving forward. Jerbi will look into this further.

Cunnane also brought forth idea of adding a page on the website for past award winners. Kovalsky said this was possible.

#5.7 CISM Team Report (See report) -Marquez
#5.7.1 Change CISM to Illinois ATs Care Committee
Previously using NATA portal for any incident within the state. Recently learned that we can upload an incident into website as well to provide information with how it was handled. Marquez brought forth discussion as to why name could be changed (for more name recognition, use of tools, etc). Whitson moves to change name from CISM to Illinois ATs Care Committee. Moving forward, if NATA changes their name, the IATA group will also change theirs. Porters seconds. 13-0-0. Motion passes.

#5.8 Student Congress/Advisor Report (See report) -Arman
#5.8.1 Approval of 2 Students to Attend iLEAD (Appendix B)

Need to select grant money for students to go to iLEAD. Munjoy moves to approve funds for Estafania Zavala and Kate Schneider as the two students to attend iLEAD. Streeter seconds. 13-0-0. Motion passes.

With regards to this meeting, there were lots of student attendance at this year's meeting. There were also lots of student volunteers as well.

5.9 Student Senator Report - Colletti/McCormack
Nothing submitted.

5.10 PAC Committee

-K Streeter/Walker

Changes in Bylaws and Committee list instructions may need to be made moving forward to change wording on who controls PAC Committee.

PAC Trivia Night donations: Cash \$448, \$200 donation from CSMS for trivia. \$300 came back from winning. \$575 from bottle sales. \$175 from square reader. Raised \$1523 at trivia night total.

6.0 UNFINISHED BUSINESS

6.1 Region Rep Newsletters Update

-All Reps

Region 1: None

Region 2: None

Region 3: None

Region 4: None

7.0 NEW BUSINESS

8.0 ANNOUNCEMENTS (Informational Only)

8.1 Next Official BOD Meetings: Sunday, February 10, 2019 (conference call), 6p

8.2 Next Newsletter Deadline: November 25, 2018

8.3 Next NATA News Deadline: Middle of November for January 2019 meeting

9.0 EXECUTIVE SESSION

Cunnane motions to move into Executive Session. Renner seconds.

Ludwig motions to exit Executive Session. Kovalsky seconds.

10.0 Adjournment: Renner motions to adjourn. Hutchins seconds. Time is 5:43pm.