

Illinois Athletic Trainers Association
BOARD OF DIRECTORS BUSINESS MEETING

Sunday, February 19, 2023

Zoom Conference Call

BOARD ROLL CALL

Present:

President	Greg Garofalo, LAT, ATC
Past President	Jordan Anderson, LAT, ATC
Vice President	Andy Renner, LAT, ATC
Treasurer	Jerry Bornhoff, LAT, ATC
Secretary	Jenny Ludwig-Anderson, LAT, ATC
Reg 1 Representative	Denny Wongosari, LAT, ATC
Reg 2 Representative	Tanya Marquez, LAT, ATC
Reg 3 Representative	Justin Stanek, LAT, ATC
Reg 4 Representative	Sarah Turner, LAT, ATC
Governmental Affairs Director	Brandon Gonzales, LAT, ATC
Past Governmental Affairs Director	Bill Durand, LAT, ATC
Public Relations Director	Cortney Brunner, LAT, ATC
Development Director	Megan Hutchins, LAT, ATC
Communications Director	Andrea Kovalsky, LAT, ATC
IL Representative to GLATA	Matt Munjoy, LAT, ATC
Membership Director	Greg Gaa, LAT, ATC

Absent: Wongosari, Stanek, Durand, Brunner

GUEST ROLL CALL

Present:

ATs Care Committee Chair	Tanya Marquez, LAT, ATC
Committee on Practice	
Advancement Chair	Mark Colston, LAT, ATC
Education Committee Chair	Nick Grahovec, LAT, ATC
Secondary Schools Committee Co-Chairs	Aaron Kremmel and Chris Murphy, LAT, ATC
Archivist	Dan Stephens, LAT, ATC
CLCA Chair	Ryan Moran, LAT, ATC
CECAT Chair	Emily Espinosa, LAT, ATC
IATA Veteran Members Committee Chair	Tony Garofalo, LAT, AT-Retired
IATA DEIA Committee Chair	Autumn Taylor, LAT, ATC

Absent: Colston, Murphy, Espinosa, T. Garofalo, Taylor

= Motion and Vote Expected or Possible

1.0 CALL TO ORDER/INTRODUCTIONS 6:05pm.

#2.0 APPROVAL of the Sunday, February 19, 2023 Meeting Agenda

Motion: I move to approve the 2/19/2023 BOD meeting agenda

1st: Garofalo 2nd: Gonzales

11-0-0. Motion passes.

Addendum:

Add the following:

4.3.4: Discussion of rebranding of IATA

4.3.5 State Meeting Update

5.8 ATs Care Meeting update & board report

4.4.2 Change current PNC service to Pinnacle and enroll in Enterprise program

4.4.3 IATA joining CSMS annual golf outing

7.5 (Motion) Social media campaign – request maximum of \$50 to support social media campaign

7.6 (Motion) Enroll in Pinnacle program through PNC Bank

7.7 (Motion) Enroll in Enterprise program through PNC Bank

7.8 (Motion) IATA and CSMS Golf Outing

#3.0 APPROVAL of Minutes from December 4, 2022 BOD Meeting (Appendix A)

Motion: I move to approve the meeting minutes from the 12/4/2022 meeting.

1st: Renner 2nd: Gaa

11-0-0. Motion passes.

4.0 Reports - Board of Directors

4.1 President Report (See Report) - G. Garofalo

4.1.1 Update on Concordia University situation

President Garofalo provided information and update on this situation and asked for feedback from the BOD from the IATA's statement.

4.1.2 Discussion on onboarding process

From what President Garofalo can gather, the IATA does not have a significant onboarding process for new BOD members. He would like

to create this. The start date for certain positions may have to change to allow for this. Gaa, Anderson, Bornhoff, and Ludwig-Anderson agreed to start a workgroup for this.

4.1.3 Illinois Rep to GLATA Update

Garofalo is going to make this appointment after GLATA in March. He provided some information about the individuals he is considering.

4.1.4 Live Q&A for members (engagement)

This is just in the preliminary stages. More to come pending results from the recent membership survey.

4.1.5 Updates from region reps on membership engagement ideas

Garofalo will wait to hear from each region rep about projects.

4.2 Past President Report (See Report) - Anderson
As reported. Past President Anderson reminded BOD to submit agenda and report forms on time.

4.3 Vice President Report (See Report) - Renner

4.3.1 Explore liability coverage as an annual policy for events (Appendices B, C, D)

North Central College wanted a certificate of insurance for liability for the Education Conference that was just hosted. The IATA did not have liability coverage, so Renner purchased a one-day plan for the conference. He wants to move forward with a longer policy for the BOD for all events that are hosted. He will work with Treasurer Bornhoff to secure finances for this.

4.3.2 Update/Review of IATA Education Conference

Education Conference was hosted at North Central College. Good buy-in from all programs in Illinois. 88 students were there. They hosted the IATA Quiz Bowl as well. 5 employers (OSF, Wabash Hospital, Carle, Athletico, and ATI) were there as well. Financially, the IATA spent about \$1700-1800 and brought in \$1500. Hopefully this conference continues to grow and perhaps more money can be made moving forward.

4.3.3 Update/Review of meetings with Kaleidoscope's web-based program for management of scholarships, awards, call for proposals, and more (Appendix D)

Web-based/app-based company Kaleidoscope approached Renner/IATA about how the IATA runs the scholarship program. They could manage awards for the IATA, proposals for the state meeting, etc. They could replace Formstack and improve things for the IATA.

Kovalsky and Gaa also met with them. Renner considers this a great program but could be expensive. Kovalsky and Gaa both agreed it has great potential but may not be for the IATA right now.

4.3.4 Discussion of rebranding of IATA

This came up this week. It has been at least 10 years since the IATA logo and brand was created. Renner is considering rebranding, as his research has shown this is recommended every 7-10 years. He would like to do this prior to new IATA website being completed (for financial reasons). He recommends something that rebrands the IATA as healthcare professionals. Renner proposes a work group (Renner, Marquez, Kovalsky, Turner, Grahovec, and possibly Brunner). The IATA could utilize the Marquardt Group to help with this initiative as well. Kovalsky recommends utilizing host site for this, as there is a blueprint phrase for the website when it is being redone.

4.3.5 State Meeting Update

Renner provided update on this (date, location, etc.) to encourage people to come and to make WHOVA worth it. More to come on this soon and Renner will email the BOD with registration info.

#4.4 Treasurer Report (No Report Submitted) - Bornhoff

4.4.1 Account Updates, as of 2/16/2023:

1. Operations: \$232,212.30
2. PAC: \$22,253.00
3. Money Market: \$45,333.98
4. Endowment: \$9,044.15
5. Endowment Investment: \$25,063.36
6. RBC: \$66,237.75
7. Rewards point balance: \$4,195.62

#4.4.2 Change current PNC service to Pinnacle and enroll in Enterprise program
QuickBooks wasn't populating account balances to provide updates on funds. Moving to Pinnacle through PNC is a \$21 monthly charge that allows the IATA to automatically populate monetary amounts. Bornhoff recommends doing this. Another program Bornhoff wants to consider within PNC is called the Enterprise program. He feels it works well for this type of organization. This involves getting updated credit card to all new members on the BOD. The IATA would just have to submit meeting minutes with the Enterprise program to help transition everything. Being in the

Enterprise program will help Bornhoff, gives the IATA a monetary break for the Pinnacle program as well (monthly cost for that lowers), and it helps Carrie from Marquardt Group access IATA financial information.

#4.4.3 IATA joining CSMS annual golf outing

Bornhoff was approached about joining forces with the IATA for the annual golf outing. No date set yet, but Bornhoff sets it up for CSMS and he suspects it will be at the end of July 2023. Renner recommends doing this again given previous success.

4.5 Secretary Report (See Report) - Ludwig-Anderson

4.5.1 Submitting agenda and report forms

As previously mentioned by President Garofalo and Past President Anderson, please submit everything even if there are no agenda items so that we know who is attending the meeting

#4.6 Membership Director Report (See Report) - Gaa

4.6.1 Honors & Awards update

No nominations to date. This closes on 3/5/2023.

4.6.2 IATA SSC presentations at IADA Meeting (Appendix F) (SSC can discuss this) – see below

4.6.3 IATA SSC booth at IADA Meeting (Appendix G) (SSC can discuss this) – see below

4.7 Region 1 Representative Report (No Report Submitted) - Wongosari Not on call.

4.8 Region 2 Representative Report (No Report Submitted) -Marquez Marquez did an email introduction to the region. She wants to work on accolades in the region, and she wants to meet with past region reps Joe Cunnane and Brandon Gonzales for ideas.

4.9 Region 3 Representative Report (No Report Submitted) - Stanek Not on call.

4.10 Region 4 Representative Report (No Report Submitted) - Turner Turner has been in contact with the AT from Effingham High School in southern Illinois to discuss a continuing education event or town hall, as this is a more central location in region 4. Turner is looking to host an event in the summer. More to come on this. Turner also provided update from

her experience at the Education Conference last week as it pertains to the region.

- 4.11 Governmental Affairs Report (No Report Submitted)** - Gonzales
The IATA Telehealth bill (SB1585) has moved up and is to be heard in front of the Insurance committee in the next few days. Gonzales will testify on this on Tuesday 2/21/23. Gonzales said HB2282 proposes fund/grants for companies that provide cardiac testing to student-athletes in the amount of \$5 million under the IDPH. Finally, Chicago Mayor Lori Lightfoot gave the IATA a proclamation for NATM.
- 4.12 Public Relations Director Report (No Report Submitted)** - Brunner
Not on call.
- 4.13 Development Director Report (No Report Submitted)** - Hutchins
Hutchins provided a GLATA Hospitality room update. A number of BOD members have been emailing GLATA about a hospitality room in the last few weeks/months. The IATA was finally able to secure a suite with the help of the Marquardt Group and now there will be a hospitality room on Thursday and Friday through lunch (with the IATA needing to be out of room by 2pm on Friday). Hutchins will send out registration information soon.
- #4.14 Communications Director Report (See Report)** - Kovalsky
- 4.14.1 Membership survey progress update
Kovalsky reported that there were 99 entries submitted. Raffle winners announced and awarded. The workgroup is currently analyzing data from the surveys, and they are hoping to schedule a meeting for 2 weeks from now to finalize the report. Kovalsky noted some areas of improvement based on answers, so she is happy that certain questions were asked in the survey.
- 4.14.2 NATM2023 social media campaign

As a reminder, NATM theme is "There's an AT for that" – Kovalsky would like to highlight what we do in every setting with this theme.

#4.14.3 Purchasing a professional email address (New Business)

Purchasing a professional email address will come with the website redesign. This will be another cost but would be worth it. Kovalsky currently uses Mailchimp but that requires a personal email address behind it (and Kovalsky uses her own), which has potential to cause her eblasts and IATA emails to go to members spam. She would like to create a professional one to avoid this moving forward. Cost would be \$6/month.

#4.14.4 Website redesign (Appendix H) (New Business)

Carrie from Marquardt Group did a lot of research and gave Kovalsky 4 companies for a new website host/redesign. The two top ones are below (including the current website host):

HubSpot annual price quote:

<https://na1.hubspotquote.com/public-quote-preview/23913709/quotes/B3DXKXBG6S2AEUY2>

HubSpot monthly price quote:

<https://na1.hubspotquote.com/public-quote-preview/23913709/quotes/C9QO53NX2I3NEX5O>

#4.14.5 Social media campaign – request maximum of \$50 to support social media campaign (New Business)

4.15 State Rep to GLATA Report **(No Report Submitted)** - Munjoy

Munjoy provided quick update on everything, including the GLATA hospitality suite situation.

5.0 Reports – Committees

5.1 Finance Committee - Bornhoff, et al

The Finance Committee has not met yet, and will do so in September.

5.2 Committee on Practice Advancement **(No Report Submitted)** - Colston

Not on call.

Kremmel left call at 7:20pm

5.3 Secondary Schools Committee **(See Report)** - Kremmel/Murphy

5.3.1 IATA SSC presentations at IADA Meeting (Appendix F)

Gaa provided quick update in place of Kremmel/Murphy. More to come in the motion/New Business section.

5.3.2 IATA SSC booth at IADA Meeting (Appendix G)

Gaa provided quick update in place of Kremmel/Murphy. More to come in the motion/New Business section.

5.4 Committee on Leadership and Career Advancement

(CLCA, formally YP) (See Report)

- Moran

As reported. Had recent committee meeting and is trying to roll out mental health first aid training, as this is a very popular topic in high school right now. One of the committee members has a certification in this, so they are working on creating a training for others.

5.5 Committee on Early Career Athletic Trainers

(CECAT, formally Student Congress Advisor) (No Report Submitted)

- Espinosa

Not on call.

5.6 Education Committee Report (No Report Submitted)

- Grahovec

As reported.

5.7 Archives Committee Report (No Report Submitted)

- Stephens

Past Archivist Jerbi passed along several documents that Stephens is currently reviewing. More to come.

5.8 ATs Care Committee Report (No Report Submitted)

- Marquez

As reported. Committee meeting just happened a few days ago. The big thing is that the group is currently looking for a committee chair or co-chairs. ATs Care has been very busy recently.

5.9 IATA Veteran Members Committee (No Report Submitted)

- T. Garofalo

Not on call.

5.10 IATA Diversity, Equity, Inclusion, and Accessibility Committee

- Taylor

(No Report Submitted)

Not on call.

6.0 UNFINISHED BUSINESS

#7.0 NEW BUSINESS

7.1 Approve SSC Travel to 2023 IADA Meeting (Gaa)

Motion: I move to approve \$1,000 for SSC representatives travel expenses to attend/present at the IADA meeting in Peoria on 4/28/23-5/1/23.

1st: Gaa 2nd: Renner

The IADA has had some communication with Renner and Kremmel and they have been asked to present at mini sessions on the IHSA Heat Policy and Cold Water Immersion. No money provided from IADA for travel, which is why the motions/funds are being requested. This is an estimate. Bornhoff mentioned he has talked at the IADA Meeting previously and mentioned travel costs were covered, so the BOD will reapproach the financial aspect of this.

11-0-0. Motion passes.

7.2 Approve IATA Booth at IADA Meeting (Gaa)

Motion: I move to approve \$1,000 for SSC to have a booth (\$500) at the IADA meeting in Peoria on 4/30/23 as well as SSC representatives travel/supply expenses (\$500).

1st: Gaa 2nd: Turner

The exhibit hall is one day and the cost for a booth is \$500. Gaa is not sure about the return of investment on this, but he feels that any time an AT is in front of an AD is a good thing. Garofalo wants to look into having this cost compensated since we are speaking. Garofalo also inquired about the ROI. A number of ATs on the BOD have been getting emails about hiring ATs in various settings, and so Past President Anderson recommends having hiring models on hand for those at the booth to use. The BOD continued to have discussion about this.

11-0-0. Motions passes.

7.3 Approve Business Starter Google Workspace Account for IATA (Kovalsky)

Motion: I move to purchase a Business Starter Google Workspace account for IATA Communications, at a cost of \$6/month.

1st: Kovalsky 2nd: Ludwig-Anderson

Kovalsky believes she will be able to control everything. Grahovec said this would help dramatically for CEU certificates. There was discussion about the

name for the email. There was also discussion about how many email addresses there should be.

11-0-0. Motion passes.

7.4 Approve IATA Website Redesign Proposal (Kovalsky)

Motion: I move to accept the website redesign proposal by Gravity Global at a cost of \$30,000 for the redesign, and \$240/mo for the monthly maintenance.

1st: Kovalsky 2nd: Anderson

This is the same user as before (just new name, as the company was bought out). Kovalsky outlined everything and why she proposes this one. She feels this is the best direction for the BOD moving forward. Kovalsky would still have control over everything. There was additional discussion and questions between BOD members about the cost breakdown and the ROI.

11-0-0. Motion passes.

7.5 Social media campaign (Kovalsky)

Motion: I move to approve \$50 for the purchase of IATA apparel as a prize for the NATM social media campaign.

1st: Kovalsky 2nd: Munjoy

11-0-0. Motion passes.

7.6 Enroll in Pinnacle program through PNC Bank (Bornhoff/Anderson)

Motion: I move to approve \$20.95 per month to purchase the Pinnacle program through PNC bank.

1st: Anderson 2nd: Ludwig-Anderson

This will be to help QuickBooks auto populate account balances, and it will allow for easier access to finances for Carrie from Marquardt Group.

11-0-0. Motion passes.

7.7 Enroll in Enterprise program through PNC Bank (Bornhoff/Anderson)

Motion: I move to enroll in the Enterprise program for the IATA through PNC Bank.

1st: Anderson 2nd: Marquez

This will allow the cost for Pinnacle program to be lowered. It also allows for multiple BOD members to have IATA credit cards and allows for easier transitions when BOD members change positions.

11-0-0. Motion passes.

7.8 IATA and CSMS Golf Outing (Bornhoff)

Motion: I move to combine the IATA and CSMS golf outing for 2023.

1st: Bornhoff 2nd: Anderson

Bornhoff said profits would be split 50/50 (as he runs the CSMS golf outing). This would be for end of July 2023.

Motion to be tabled for right now so that both groups review previous years and discuss the breakdown of earnings.

8.0 ANNOUNCEMENTS (Informational Only)

8.1 Next Official BOD Meetings: to approve Honors and Awards for 4/23/23.

8.2 Next Newsletter Deadline: 2/25/2023

8.3 Next NATA News Deadline: 3/20/23 for May 2023

9.0 Adjournment:

Motion: I move to adjourn the meeting. 8:37pm.

1st: Ludwig-Anderson 2nd: Anderson