



BOARD MEETING 5/5/2013 10:00 am – 12:00pm

Executive Board Members Present

President: Heather Leigh Director/Membership: Theresa Dewey
 President Elect: Melissa Hedlund Director/Webmaster: Megan Campbell
 Secretary: Julie Ludwick Director/Committee & Community Liaison:
 Treasurer: Beth Casey Val Newman

Members present: Briana Colton, Monique Matic, Mindy Rushford, Sangi Ravichandran, Lynne Cote (via Skype).

Members absent: Allison Barton, Amy Hahn, Amy Smethurst, Andrew Velasco, Beatriz Isabel Alacron, Christine Nicklos, Danielle Locascio, Elizabeth Casey, Elizabeth Guest, Jeannette Perkal, Katrina Funk, Kelly Baas, Lariza Fenner, Laura Ebach, Laura Maruzella, Leah Gipson, Liz Gardner, Iu-Luen Jeng, Mackenzie Sainz, Maria Ciccarelli, Shan Ju Lin, Victoria Pietrowski.

Heather began by explaining changes to structure in full board meeting

Calling the meeting to order: Heather moves to call the meeting to order at 10:15 am. Theresa seconds. All in favor: All.

Establish Quorum: All executive members present.

Action item: Define what quorum is and add that to the by laws.

Approval of minutes from last meeting:

Melissa, “I motion to approve the minutes from March 9, 2013.” Megan seconds. All approve- all. All opposed – none.

Financial report:

Statement at the end of March:

Total in account - \$35,053.

Changes in our account since last report came from programs.. Some reductions in programs from quite a while ago.

Checking account: \$14,613.71

Savings account: \$20, 439.51

This money is seen as our nest egg: to advocate for licensure and being more fiscally responsible. We can look at the use of this money more as an executive board with strategic planning. The other income is from dues and conference

registrations, operating budget. Beth would like a discussion in the future of the possibility of investing our savings- Investing the \$ to make it grow. **Table this discussion at this time. Will be placed in old business and as an action item at next executive board meeting.**

Action item: Megan and Beth, Theresa to talk and send out emails in terms of how Paypal money goes into the IATA bank accounts. Also put this into roles and responsibilities documents.

Membership report:

Membership is at 154 members. That is up from 142 as of 4/1. Last year we had approximately 211 members at this time. There seems to be a surge in membership at conference time. Theresa is thinking of ideas of how to renew earlier.

Sending out memberships electronically this year saved us \$450.

Idea to table until next meeting: Using incentives to get people to join at conference.

June 9th 10-12 pm. At FSC: Speed marketing. Geared towards new art therapists and art therapy students. During this event, participants have time to meet with seasoned art therapists. People set up 5 minutes with seasoned art therapists to talk with, ask questions, resume, connect. Should this be a members only event? They could apply for membership at the door. Flyer will be sent out next week. Needs to be on the website. **Old business for next meeting.**

Manager Report

*[At Start of meeting: Tell about new meeting structure and we will learn by doing it so to learn experientially. Our goal is with our growing board to make these meetings more organized and efficient, give people an equal voice and create more transparency and interaction with our Members. Previously we have not been able to address the most important items as items of lower priority were given equal time. We also will actively invite our members to these meetings and have a public forum for Members as well as full Board Members to ask questions of the Executive Board. To keep us on track, we have assigned a timekeeper. **Please jot down any questions you have and you will have chance to ask them during the Public Forum portion of the agenda. **]*

The President will briefly detail what has taken place in the association prior to the last meeting, as well as any matters that need to be approved

(voted) by the Board. To conserve time, this discussion will target items that need immediate approval.

1. Conference – Have contract agreement with SAIC for two years; Keynote selected; call sent out; committee will begin reviewing proposals and consider inviting presenters to fill in content areas as needed.
Action item: Call extended for proposals through May 17th!
2. Executive Board met and created New Chapter Meeting structure: we will get out this announcement a month ahead of time.
Heather, “I motion to approve the new meeting structure in terms of having chapter meetings, executive meetings, and the new items of the agenda going forward.” Megan seconds. All in favor – All. Any objections- None.
 - a. Based on other association agendas
 - b. To increase efficiency, professionalism and transparency
 - c. Val’s role defined as Director/Committee & Community liaison. She will talk more about her redefined role during her part of the agenda.
3. Tax Exempt status is officially reinstated thanks to Melissa for tying up the loose ends and getting it done. Beth is doing the 990 form, we need an E number, and the attorney general.
Action item: Get a copy of the E number to all executive board members and committee chairs.
4. Beth took care of 2012 taxes.
5. Calendar and Membership letter sent out
6. Programs – three successful programs: March (H. Wadeson altered books, B. Fish art based supervision) and April (Sage) Healing Justice.
7. Melissa and Liz went to SIUE for conference and to market/network, was successful, networked about the conference. We are working on students connecting with students especially with the conference have students in Chicago host SIUE students.
8. Also had table at IMHCA conference to network. This went well. People were excited, we networked and had a presence. We were the only expressive therapists there. We need marketing materials! **Action item: Old business for next meeting a Branding document/campaign.**
9. Melissa met with Lariza about GAC stuff and she will be part of that work/committee on going. Counselors on hill day attendance did not happen due to storm. We are continuing to build connections with counselors in any way we can.
10. Melissa attended FSC open house, though we did not have official presence. **Marketing and communications: Action item: Talk about how we can have more of a presence at FSC open house next time. Think about this for the Fall.**
11. Brunch for Students, Heather’s house in Evanston, [Sunday, June 2nd, 12 pm-3 pm]? [Sunday, May 26th 10am-12pm] Heather will send invitation via

Evite this week once a date is decided upon via communication between Heather and student reps.

Megan – Director/webmaster

Updated PayPal with Beth. Now if members need a refund they will have to cover the refund fee. I started putting together a video for the board of how to use PayPal for the conference.

Action item: Getting a card swipe for your phone. People pay for the cost of swiping their credit card at the event. It's something like 2.5%. Help getting people here and the conference.

12. Advertising for the website- language and page

Action item: Develop the language for the website.

13. Form for practicing art therapist to fill out on the website for info- should it be under members only? For the communications ad hoc committee. Would we like an email link. You can create a gmail address if you want to. Response from Heather: concerns. **Action item for communications committee. Talk about linking email to increase effective communication for our members and the public. Table it until June 2nd.**

14. Final call for those who have not submitted info and photos - Update Board page info (have everyone check info)

15. Website -- Ideas and procedures for keeping content fresh

16. Other updates: Referral directory, some outdated already

Committee Reports: Director/Committee and Community Liaison)

New direction for Director position: New title Director of committee and community liaison. Role: To make sure that all the committee voices are heard and information for voting issues. Val sees herself as becoming an advocate for the committees to the executive board. We are figuring out a way that communication can flow. Amy Hahn can make a form for all committees when they meet with the committee. Val would receive this and she would clarify, paraphrase and then send to the secretary. Previous director was Amy Hahn and she coordinated the annual board meeting. **Old Business: At the annual meeting student reps in the past have really helped and this could be a role of the student reps to assist with this with a leader but no longer the director.** This new role is more substantial.

Programs

Barb Fish workshop and Sage Healing justice workshop were both successful programs

-Rainbow House Children's Day is happening on May 18th... Contact Camille if you want to volunteer

-Art therapy / music therapy collaboration event is being actively planned. Date will most likely be Sept 21st or Sept 22nd

-Self care event being tentatively planned for Sat November 16..
More details to come

Old Business

Items discussed in previous meeting that required further research or discussion before action by the board.

1. Conference -- had an Executive Board meeting to decide on following:
 - a. Partnership agreement with SAIC for 2013/2014, then will revisit
 - b. Keynote -- Lani
 - c. Call for Proposals – out, deadline is May 17th!
2. Strategy ad-hoc group – How do we want to grow? Volunteers from last meeting included Brianna, Shan, Camille. ****We need to have this be an Executive Board led group.**** These people are meeting on May 12, 10 am to talk about this.
3. Website – ideas and procedures for keeping content fresh will be part of Communications ad-hoc group, part of Communications Plan – talk about in New Business,
4. Nominations for 2014 – Think about people and offer up some names during the Public Forum part of the agenda. Open positions will be: Pres Elect, Sec'y, Conference, Director/Committee & Community Liaison, Publications co-chair, Ethics Chair, GAC Chair.
5. Outreach – lost Amy S. is moving so these items are changing.
6. Ethics panel – date? We are still deciding on a date. Action item: checking in with Ethics about this.
7. D&O insurance will be purchased (Melissa will handle). Directors and Officers insurance we will have this by the end of the month in addition to our liability insurance.
8. Document archive solution: Amy and Megan researched, will be Google.

New Business

New topics for future consideration are presented.

1. Treasurer suggestion of expenses over a certain \$500 amount should be approved by the Board, in addition to the President. Will vote on this at the next meeting, whether to add this to the by-laws. Right now President only approves for anything over \$50.00. **Action item: Write language for this. Beth will draft.**
2. Communications ad-hoc group (Heather, Melissa, Megan, Sangi) to develop a communications plan over the next few months. **Action item: To begin communicating about the communications plan.**
2. Requesting and rewriting position descriptions

- a. Roles and Responsibilities, plus time commitment (e.g. 2 years plus time expected/usual per week/month so people know what the realistic time commitment will be).
- b. Priority will be descriptions for Executive Board and full Board members whose positions will be open for 2014 nominations.
- c. Followed by new descriptions for ALL positions, including responsibilities of student reps.
- d. General description, what they are focusing on (revised with each person). We want to get all these on the website for transparency as to what our roles are. We are the nominations too.

Public Forum:

SIUE Graduated 10 art therapists.

Future online communication: Could we offer for other members to Webx or use Go to Meeting to participate in board meetings? What is the cost? We could embed it into our website perhaps. **Action Item: Megan will research it and give a report at the executive board meeting. Include in New business meeting.**

We are going to change the student brunch date perhaps so Lynne can join us. Sunday May 26, 10-1 pm? **Action item: Heather will talk with student reps and figure out which date will work best for the most people.**

Monique:

I am actively seeking nominations for the following open positions on the board:

Executive Positions (determined through an election process):

Pres-Elect

Secretary

Director Committee and Community Liaison)

Monique needs to get the roles for the positions once they are edited.

Other Board Positions (non-executive, board vote/selection):

GAC Chair

Conference Chair

Archives Chair

Publications Co-Chair

Ethics Chair

Outreach Chair and Co-Chair

If you would like to nominate someone, please email their contact info to:

iatanominations@gmail.com. Please send all nominations by **June 1st, 2013**. A call for nominations will be posted on the IATA website and a mass email will be sent out to all IATA members regarding nominations. Position descriptions and expectations will also be posted on the IATA website.

Once all nominations are received, I will follow up with nominees individually and gauge their interest in the position for which they have been nominated. Each interested nominee will submit a short bio and statement of intention for the intended position. Nominees for non-executive positions will be reviewed by the board and selected via a board vote. Nominees for executive board positions will be selected by IATA members via an election process. This election process is tentatively scheduled to commence in early July.

If you have any questions or concerns regarding the nomination process, please feel free to contact me via phone 414-248-1395 or at

iatanominations@gmail.com

Thanks!

Monique

We spoke about the role of chairs and the roles of committee reps. With the position description include what the committee in general does. Have this on the website. Briana – when we go to the 2014 conference have a flyer “I’m interested in being on _____ committee, idea.”

We spoke about having elections in July so those positions can shadow. Recruiting committee members can begin then. Get nominations by mid-June and then hold a vote mid-July. I [Monique] set up an IATANominations@gmail.com email address. Put nominations on the website. Need job descriptions ASAP. Sangi (former nominations chair) is concerned people won’t be as willing to begin to shadow in June/July and we often get most of our interest in the Fall. .

Boxes on the website. **Action Item: Monique will send the information to Megan about what she wants to include in the information around nominations on the website.**

Briana: Conference update: workshop is 10-4 and then kickoff in the evening. Art making component to it and bring to the conference the next day. Idea for closing: Drum circle, celebrate the end. Heather: last year very few people came out for kick off. The idea of having speakers and workshops people at kick off could help draw participants. Count this be a possible requirement for presenters – attendance at the Kick off?

Sangi: Would like to change Publications to Communications as current title does not reflect true essence of role. Within the communications committee Shan and I would break things up – divide it up.

E-alert: look into a different host. Look at Email marketing – Megan’s suggestion. When can we make that switch and what is the budget? The idea of reflection e-alerts came up to share more about our events after they happen. Another idea: What are members doing, photos, and articles. We hope to draw more people to our website and have them be more connected.

Another idea from Sangi: Have a print budget for newsletter for marketing. Perhaps, "Quarterly reflections of IATA." We do not need to send these out to our members, rather to have at marketing event.

New business for June 2nd, executive board meeting : Communications and marketing committee rather than publications committee.

Outreach: Keep it to one chair and have committee members who can help. Outreach and membership can team up to help each other.

May 18th: Rainbow House Event.

Moving forward, people to write down the action items to they are involved in and we will quickly run through the action items at the end of meeting. Touch back on these action items next meeting and see where we are at with them.

11:59. Heather motions to bring the meeting to a close. Beth seconds. All in favor. No objections.

Chime.

Meeting adjourned.