

AzATA Board of Directors Meeting
October 18, 2009 Brophy College Prep 10:00am

- I. Establish a quorum
 - A. Board members in attendance: Chris White, President; Becky Fajardo, Vice President Sharon McLaughlin, Secretary; Scott Horton, Treasurer; Gregg Schroeder, College and University Representative; JD Burgess, High School Representative;
 - B. Incoming board members in attendance: John Parsons; Kristin Miller, Donna Gerakos, Chris Murphy
 - C. Others in attendance: Jeff Flack, Professional Education Committee, Rick Ball, Legal Counsel, Lindsey Schroeder, Meetings and Events Committee, Sam Lloyd, Sponsorship Committee Chair, Chris Candia, Vendor Chairperson
 - D. Absent: Matt Anderson, Clinical/Professional Representative
 - E. Quorum established with 6 in attendance.
- II. Welcome / Introductory Remarks
 - A. Chris welcomes everyone, thanks those that have traveled from outside the Phoenix area and calls the meeting to order at 10:10 am.
 - B. Introduction of current and incoming board members.
 - C. Chris welcomes the new board members and discussion was held on how to handle the board transition. For the budget meeting, incoming board members will provide feedback and discussion but current board will vote on all issues. Transition will occur in Jan/Feb at the Winter Meeting.
 - D. Discussion on the positive outcome at the committee meeting that reviewed the ABAT's sunset application looking for the continuance of the board. John states that in general we got what we wanted as the committee recommended unanimously that the board be continued.
 - i. Chris thanks the GAC for their hard work and contributions.
 - ii. Chris notes that it will be important for the current and incoming board to continue to be involved for the sunrise process that will start next year.
- III. Committee Reports Overview
 - A. Sponsorship - Sam Lloyd (Scott Horton)
 - i. Chris notes excitement about Sam taking over the committee and the possibilities that exist under his direction.
 - ii. Members: Currently recruiting members for the committee, Sam sent emails to members that may have an interest in helping
 - iii. Future Goals
 1. Short Term: 0 - 6 months
 - a. Funds for winter meeting
 - b. Develop flyer / brochure to recruit physician sponsorship to be Distributed to team physicians by AT's
 - c. Develop flyer / brochure for corporate sponsorship
 - i. Sam notes that he can do in-house printing which can be a cost saver, although he did a budget perspective that looks at using outside printing sources (he will be able to get his STI printing discount applied to the AzATA).
 - d. Brochure for Professional Athletes
 - e. Solicit Raffle prizes and tickets from corporations etc.
 2. Long Term: 6 - 12 months
 - a. Create an ongoing financial support for association
 - b. Create corporate sponsorship programs that will benefit them as well as the AzATA
 - iv. He notes there is an untapped market of clinics and things of that nature for sponsorship and vendor market.
 1. He notes he has talked to Hanger and all we have to do is give them a cost perspective and they will help sponsor a meeting.

- v. Sam provided a working copy of a sponsorship form that he has revised from what Jackie Kingma had developed. He notes it is important to make sure people know where the return on their investment will be. Additionally there should be an option for people to earmark where their monies will be spent if that is of interest for them.
 - vi. He plans to work with Chris and Lindsay on getting vendors (potentially all day vendors) for meetings. The critical thing is to make sure that vendors know what their return on investment will be (ie: how many people they will have contact with).
 - 1. John questions who is responsibility it is to make sure that donors get what they sign up for.
 - a. Sam notes that will be his responsibility as Sponsorship Chair.
 - b. John suggests that he work with Bart for a “mock page” for sponsorship space in the newsletter.
 - vii. Steps in Place to Meet Goals
 - 1. Email addresses are ready to send a letter to recruit members for committee (contact ready to send with permission of board)
 - 2. F.E.A.T.S. brochure ready for print and distribution
 - a. John asks if there has been any consideration for reaching the FEATS program out to physicians. Sam is already working on a brochure as a means for ATCs to be able to reach out to physicians that they work with. Chris suggests that we need to have brochure for physicians ready to be distributed to members at the winter meeting.
 - b. Discussion on the ability for people to be able to write off these donations. Since we currently do not have 501(c)3 status this is not possible at this time.
 - i. Rick notes that physicians can write it off as a business expense as advertisement (which is a dollar for dollar write off unlike charitable donations).
 - ii. Rick notes that we have been discussing getting our accountant to set up a 501(c)3 status, but we have not moved on it due to lack of money in the bank to pay him and not having a concrete set up for approaching athletes and physicians. Now that we have good program we can most likely move forward with that.
 - iii. Chris notes that there will be an increased accounting cost for managing those issues. Rick will find out what the specific costs will be to help more effectively budget.
 - viii. Budgetary request in the amount of \$1,200.00
 - ix. Other requests from committee
 - 1. Received a contact list from Chris in order to be in contact with current ATs in the state
 - a. Discussion on the need for information sharing between Chris, Sam and Jeff so that when they solicit exhibitors they can be informed where they will be located and how much time members will have outside of the educational sessions.
 - 2. Posting on the web site a form that can be downloaded and distributed to potential sponsor.
- B. Meetings and Events – Lindsey Schroeder and Illene Miller (Scott Horton)
- i. Members : Vendor committee – Chris Candia
 - ii. Goals Accomplished Since Last Report:
 - 1. Found several viable sites for Winter Meeting
 - 2. Started getting vendor interest for meeting
 - iii. Future Goals

1. Short Term: 0 - 6 months
 - a. Decide on Winter Meeting Site
 - b. Decide on Date and location for Summer Meeting
 - c. AzATA Day at the Capitol
2. Long Term: 6 - 12 months
 - a. Decide on 2011's Winter Meeting Site
- iv. Steps in Place to Meet Goals
 1. Always looking for new sites for meetings
 2. Keeping in touch with current site contacts
 3. Frequently in contact with other committee and board members
- v. Budgetary Concerns
 1. Being told that we have \$10,000 to work with for the Winter Meeting and then telling us 4 months later that we don't
 2. No money to find decent sites for the member expansion of our meetings
 - a. After last meeting Lindsey followed up on contacts for winter meeting space following the last board meeting. She got some good quotes, but Rick found a lot of hidden costs in the site cost quotes. She notes that \$10K is not enough for the sites that were being discussed.
 - b. She notes that just feeding 400 people is a huge expense. She mentions the idea of raising cost per CEU a tad to help cover the costs.
 - c. Jeff mentions that we did not raise the cost enough to cover the expense of moving from 6.5 to 13 CEUs at last year's winter meeting. This was corrected for the summer meeting and will be addressed for this year's winter meeting.
- vi. Discussion began on possibility of sites for winter meeting. Rick suggests tabling discussion to take place in conjunction along with the budget at it will be a lengthy conversation related to money.
- vii. The board can help out by providing more clear communication
 - a. Lindsey requests an updated list of contact information for everyone. Chris will send a monthly updated membership list to all committee chairs.
 - b. Rick notes that beyond the contact information they need a policy and procedure manual related to PEC, Meeting and Events and Sponsorships working together to create a successful meeting.
 - i. RMATA template that is online can be used to help in creating this.
 - ii. Policy manual should be created for all committees, and some will need to work together.
- viii. Rick suggests that Scott as a person transitioning from one board to the next be in charge for helping to set up specific policy and procedures for each committee.
 1. John questions if there is a need for a broader governance review or the role of all committees and how they are overseen. Rick suggests appointing an ad hoc committee to review committee governance and policy and procedures.
 - a. Becky motions to develop an ad hoc committee to oversee committee policy and governance. Sharon seconds. Motion passes 6-0.
 - b. Scott and Chris will set up a meeting in Tucson with other interested parties (ie: outgoing/incoming board members and committee chairs) to start the conversation.

- ix. Meeting and Events committee charged with providing board with recommendations regarding summer meeting site options no later than January 1st.

C. Professional Education –Jeff Flack (Becky Fajardo)

- i. Members: Ben Carbajal – Pima Community College – Active; Jacquleen Hunt – Coronado HS; Ashley Monfreda – AT Still – second year AT student / Athlete’s Performance; Steve Cernohous – NAU – Inactive (has never attended meeting); Gerilyn Trulove-Mellor – Red Mountain High School

- ii. Goals Accomplished Since Last Report:

- 1. Started planning 2010 Winter and Summer meetings
- 2. Had PEC meeting on 10/11 to discuss Winter Meeting topics

- iii. Future Goals

- 1. Short Term: 0 - 6 months
 - a. Successful completion of Winter Meeting
 - b. Finish planning for Summer Meeting
- 2. Long Term: 6 - 12 months
 - a. Successful completion of Summer Meeting
 - b. Begin planning 2011 Meetings

- iv. Budgetary Concerns

- 1. Submit budget request at BOD meeting

- v. Suggestions for Board

- 1. Request that the Winter Meeting be scheduled for February 13-14 in Phoenix.
 - a. Discussion that the tentative meeting date has been discussed for months as Feb 13-14 which has been told to potential speakers. Ron O’Niel from Andover is going to fly out and do a breakout session in the afternoon, we may lose him if we move it. He will work with changes as needed, but we may lose speakers if we move the date.
 - i. Chris notes that we might be able to get January 23rd-24th at Xavier
 - 1. Costs would be \$300 utility fee and cost to pay security and AV person and catering costs. Unlike space fees and food minimums that occur at hotel sites.
 - 2. Scott notes that our costs at Xavier in 2007 were around \$10,000.
 - ii. Sam questions the idea of having people do lunch on their own as a cost saving measure.
- 2. Suggest board set a standard fee-per-CEU rate for the following categories: Cert. Member, Cert. non-member, Cert. college student member, cert college student non-member, non-cert college student member, non-cert college student non-member, assoc. member, other allied health professional.
- 3. PEC chair has suggestions for fee structure.
 - a. Jeff notes how there was a big drop in cost per CEU at last winter’s meeting. That was adjusted for the summer meeting and did not seem to impact attendance. Further discussion will take place when determining budget

- vi. How can the Board help you?

- 1. 2010 Summer Meeting back to Flagstaff?
- 2. PEC Chair recommends moving back to Flagstaff and holding the meeting on July 10/11 or 17/18.
- 3. PEC chair is considering not giving out meeting folders at the winter meeting. Instead, attendees could download speaker materials off of

the AzATA site prior to the winter meeting. Meeting materials would still be given to HS students.

- a. If possible he would like to have it available on the AzATA website, password enabled a week prior to the meeting and members can download and print on their own prior to the meeting.
 - b. Recommends hard copies for high school members, but avoiding costs for printing for all members. Board agrees.
- vii. Discussion on location of summer meeting for future years. Considering Prescott (discussion of possible weekends July 10th-11th or 17th-18th) as a different location, Embry Riddle or Yavapi. Agreed that Flagstaff is still a nice option because we can usually get NAU's facilities free of cost.
1. Jeff notes that topics and speakers are already planned, and would work well either weekend.
 2. Most people agreed that the second weekend might be a better choice if it is available.
 3. Lindsey will begin looking at Prescott as well as Flagstaff for meeting/hotel space.
 4. Jeff notes the important of having that meeting date/time in place prior to the winter meeting so that it can be officially announced at the winter meeting.
 - a. Jeff and Scott have discussed and would like to see early registration available at the winter meeting. Early registration discount would continue through April 1st.

D. Honors / Awards – Jeff Haynes (Scott Horton)

- i. Chris suggests that Sam discuss with Greg Pott about getting the student scholarships underwritten to help cover the costs of plaques and awards as he has already expressed an interest in personally doing this.
- ii. Chris recommends that everyone on the board consider making nominations for the different award categories for the February meeting.

E. Publicity and Promotions – Mark Letandre (Sharon McLaughlin)

- i. Members: Josh Bradley, Scott Ellis, Janine Ferro, Ron Kordonowy, Amy Jennings, Leanna Oliver, Brandie Peterson, Joe Proski, Koichi Sato
- ii. Goals Accomplished Since Last Report: <http://www.abc15.com/mediacenter/local.aspx?videoid=23195@knxv.dairport.com&navCatId=27&articleID=23195>
- iii. Future Goals
 1. Short Term: 0 - 6 month: Check with members to see if interest in continuing to serve the P&P committee because most members are students and school year and career moves may have occurred
 2. Long Term: 6 - 12 months: Same as earlier in year. Strategize with GAC for Sunset/Sunrise Initiative
 3. Steps in Place to Meet Goals: Waiting on membership reply for committee involvement
- iv. Budgetary Concerns/Requests
 1. \$1,000 Use of a marketing/communication firm to generate and place stories in the news that would meet our strategic goals for upcoming year 8 hours of work @ \$125.00
 - a. Discussion on how much return on the investment the AzATA would be likely to see if the decision was reached to employ a marketing firm.
- v. How can the Board help?
 1. Solicit membership to join committee.
 - a. Discussion that getting more active members is likely the most important goal for this committee, aside from just hiring a PR firm.

2. Begin to think of a P&P Chair replacement
- vi. Discussion on not only needing to reach out to media with stories about athletic trainers and the association, but a need to work on having more effective internal PR for members as well.
- F. Placement – Eric Freas (Gregg Schroeder)
- i. Goals Accomplished Since Last Report: None
 - ii. Future Goals
 1. Short Term: 0 - 6 months: Get direction from the board on their goals for the committee
 2. Long Term: 6 - 12 months: Follow through with those goals
 3. Steps in Place to Meet Goals: Willingness to do the job
 4. Budgetary Concerns/Requests: None
 5. Suggestions from Board: Consistent direction for the position
 6. How can the Board help you? Communication on a regular basis
 - iii. Gregg discusses the need for some changes and development on the website to better list and place possible jobs, contract work etc on the website.
 - iv. Rick notes that it has never been a committee that has been successful at achieving a lot. It is nothing against the individuals who have run this committee, it is just a matter of the fact that this committee has never had clear directives or policies in place and many of their “goals” overlap with other committees.
 - v. It is also mentioned that NATA has refined its way of posting and searching for jobs, and we may be duplicating efforts of what goes on there.
- G. Governmental Affairs - John Neel / John Parsons (Matt Anderson)
- i. John notes that last year the board approved a 2 year budget for their committee and not much has changed in that time.
 - ii. Spring Sport Raffle – the GAC continued its support of this year’s raffle by handing out packets at the Winter Symposium and directly purchasing tickets while assisting in the collection of packets. We feel the financial outcome was less than forecasted for various reasons including the watered down attendance with a two day meeting, distributing the packets only one day and the economy. It is our recommendation to have presentation of the raffle at the beginning of each day’s meeting with handing out of packets accordingly.
 - iii. AT Day at the Capital – was a huge success this year with lunch on the lawn. More than 300 AT’s, students and legislators attended. Our lobbyist Susie Cannata assisted us again in coordinating individual meetings with key legislatures. John Parsons, GAC Committee Chair sent out emails to the legislature inviting them to lunch. Key talking points were distributed to AzATA members and students were handed out prior to lunch. Brochures and literature regarding the AT profession were made available for legislators to read over lunch. Ilene Miller was incredibly helpful for providing event-planning support. For the 2010 AT Day we would like to see at least 100 certified ATC’s and 50 students. Our committee will contact AzATA members utilizing the newsletter, email blasts and phone calls regarding the specific of the events by the GAC hoping to increase attendance.
 1. John is working with Ilene Miller and has tentatively identified February 10th as the open date for the lawn and hopes to set up an Athletic Training Tea Day. The other possible date is February 17th. GAC agrees that it needs to happen as early as possible in the legislative session to generate support for our bill as opposed to waiting until March for Athletic Training month.
 - iv. Sunset review of the Board of Athletic Training - over the summer John Parsons, Rick Ball and Susie Cannata discussed strategies relating to the sunset process. Thursday October 8, 2009 at 9:30 am the House Government and Senate Commerce and Economic Development Committee held a public hearing regarding the ABAT sunset application. Board members are Co-Chair Senator

Barbara Leff, Carolyn Allen, Ken Chevront, Richard Miranda and Thayer Vershoor. House of Representative members include Co- Chair Steve Montenegro, Chad Campbell, Tom Chabin, Adam Driggs and David Gowan.

1. Positive outcome of this meeting was discussed at the beginning of the meeting.
 2. John provides some clarification that AzATA and ABAT have been working closely together and had a successful sunset hearing, however the sunset process is an ABAT issues. AzATA is providing the financial and human resources to assist them in that process as they do not have those resources.
- v. The committee was concerned about some specific ABAT requests (ie: fingerprinting, reimbursement for board members). John notes that there are other regulatory boards that do that. Susie Cannata feels that those issues may draw some attention as there are some people at the capital who do not react well to those kinds of things.
1. She recommends that a continuous bill stands by itself, which will automatically happen in the 2010 legislative session.
 2. Requests about reimbursement for miscellaneous expenses will come out a second bill.
 3. Scope of practice expansion will be in additional separate bill.
 - a. This will work so that the second bill can be edited if it is drawing negative attention to other bills.
 - b. John wants to make the point that continuance is AzATA priority #1, scope of practice is #2 and board expense requests is the final issue. He wants to make it clear that as the AzATA is providing the majority of capitol for fighting this battle, we want to make sure that our priorities are clear and followed.
- vi. Sunrise – we successfully submitted the Sunrise application to members of the legislature and the Auditor General on September 1, 2009. Susie Cannata is currently circulating this document to key opinion leaders from both the legislature and local healthcare organizations. We hope to get response from these individuals, consider the climate of the current legislature and identify a sponsor for the bill. Potential sponsors include; Carolyn Allen, Andy Tobin, Barbara Leff, Rich Crandall and Eric Meyer. (D)
1. Susie believes that the sunrise bill has not been assigned to a committee yet, but will most likely be done soon and will have a public hearing in November.
 2. She feels October will be a critical month for meeting with other health profession groups in order to get support for our bill. She is working on getting this set up.
 3. The goal is by the time we have our public hearing we will have support from several other health care groups that will dissuade any groups that want to oppose our bill
- vii. Discretionary Grant- GAC plans on submitting an NATA discretionary grant application in the amount of \$40,000.
- viii. GAC Committee – the GAC would like to announce some changes to the committee. John Neel has been named Co-Chair, Mariel Yakuboff has finished her educational requirements and is now a regular member of the committee. We have also added three student members including Matt Neumann, Mark Heichelbech and Tim Nicoletto. Continuing members include; Co-Chair John Parsons, Mike Boese, Debbie Craig, Alison Snyder and Dan Wright.
- H. High School Student Committee – Gerilyn Trulove (JD Burgess)
- i. No report submitted. Noted that this is another committee that has never been that active nor has it had a lot of tasks set forth for them.

- ii. Jeff notes that there will be an all day high school session (as last year) at the winter meeting to keep them out of the general session. He clarifies that the college breakout will only go on in the morning.
 - 1. They are hoping to continue the quiz bowl activity that was completed last year.
 - 2. Lindsey suggests more promotion for the event next year to get more students in attendance.
 - 3. Discussion on how to recruit students and different programs that may be interested in being involved (HOSA etc).
 - 4. JD mentions that we don't want to have too many kids so that is overwhelmed with people.
- I. College Student Committee – Debbie Craig (Gregg Schroeder)
 - i. Members Students: Carmen Macias – GCU; Elyce Lamphere – NAU; Katherine Brannen – NAU; Raul Velazquez – GCU; Sammy Diaz – NAU; Stephanie Hernandez – GCU.
 - ii. Goals Accomplished Since Last Report: Disbanded last year's members. Requested student reps from numerous 4-year and 2-year institution ATCs. Heard back only from Cindy at Grand Canyon University. Formed the committee with those students who demonstrated interest. We are currently narrowing down presentation topics for the College Student Session at the Winter AzATA meeting. Once those topics are set, I will pursue securing speakers for each topic.
 - iii. Future Goals
 - 1. Short Term: 0 - 6 months – everything set for winter AzATA mtg.
 - iv. Budgetary Concerns/Requests
 - 1. Need approximately \$250 to pay speakers for the college student session of this February's AzATA meeting.
 - a. Jeff notes that high school and college breakout monies are worked into his budget
- J. AIA Liason – Dave Hayward (JD Burgess)
 - i. No report submitted, but JD notes that Dave has been meeting with the AIA monthly.
 - ii. There will be a separate webpage on their site for the Sports Medicine Advisory Committee. They will also have a link that goes directly to our AzATA job website.
 - iii. There are a lot of things that are happening down at the capital that the AIA is getting involved in (ie: chiropractors moving towards being able to do physicals). JD thinks they may start helping in fundraising for the AzATA in order to get some of our support on these issues.
- K. Association Publisher – Bart Anderson (Sharon McLaughlin)
 - i. Future Goals
 - 1. Short Term: 0 – 6 months: Continue to publish newsletter 4 times per year according to previously established schedule
 - ii. Suggestions from Board
 - 1. Please provide an itemized budget for the 2010 budget
 - 2. Previous budget for 2009 was \$100 to cover possible printing costs for hard copy requests of the newsletter ; Please budget \$100 for 2010
 - iii. How can the Board help you?
 - 1. Continue to submit news updates and committee reports for inclusion in the newsletter by the specified deadlines to allow for ON TIME publication of the newsletter.
- L. Webmaster – Blair Cook (Sharon McLaughlin)
 - i. No changes in budget needs as we don't have any major restructuring of the website planned.

IV. Treasurer's Report (Scott)

- A. Current General Account balance is \$2,210.39. Have transferred \$4500 out of that to cover the loan from legislative. \$2400 check from the RMATA still on the way.
 - B. Legislative Account balance is \$ 16,819.59. Will still have some lobbyist fees coming out of that.
 - C. Professional Education Account is \$ 1,957.79. There is a check from Rick Proctor that has not cleared, but is reflected in this total. \$1500 was transferred back to Legislative to cover the rest of the loan given to cover meeting expenses.
 - D. Investment Account currently has \$33,426.97 reflective of July 31st. We are at \$35,222 as of Friday. Rick notes that this is an increase of 30% over the last quarter. Hopefully by the end of the year we will be back at the level where we started to drop.
- V. 2010 Budget
- A. Professional Education account budget
 - i. Awards and Scholarship requested additional \$500 over last year because of the number of outgoing board members and chairs and need for additional plaques and awards.
 - 1. John requests clarification on the line item (\$2000 scholarships for high school students and \$500 for plaques and awards). Discussion that this may be a lot of money being spent on scholarships for individuals who may or may not become involved in the profession of athletic training.
 - a. Scott notes that a stipulation for the award is that the students present an interest in continuing on to become certified in the profession.
 - b. Lindsey notes the motivating factor that the scholarship presents for her students.
 - c. Rick and John discuss the issue of athletic training students in the high school and the issues of political and public perception about what students are being allowed to do.
 - d. John suggests the idea of decreasing the number of awards and giving a larger amount of money to a smaller number of winners. Scott notes that Jeff already has issues with making the decision based on the number of applicants that he receives.
 - 2. Chris notes that Greg Pott may underwrite those scholarships. There is a need to make sure that he is recognized for this action.
 - ii. Discussion on discrepancy between what Scott shows and Jeff shows as far as 2009 expenditures.
 - iii. Meetings and Events, winter meeting location discussion
 - 1. Crowne Plaza San Marcos really wants our business, and are open to working with us on Feb 14-15 or 20-21. Cost would be roughly \$17,000. Last year we paid \$16,500 for the Crowne Plaza on Dunlap.
 - a. This is a nicer facility, the downside is that they will move us around to different facility spaces as they deem necessary because we are a small group.
 - b. This may involve us having meeting spaces that are spread far apart and not convenient logistically.
 - c. Lindsey notes that she was talking about having a social next door at the San Tan Brewery.
 - 2. Rick also discovered Phoenix College as a possible option. On Feb 27th-28th we could be there for between \$10,000 and \$13,000. We would be using two different gyms for meetings. There is a possible option for an auditorium, which is nice but a little too large for our meeting. He recommends using the gyms and just dealing with the athletic department.
 - 3. January 22nd-23rd Xavier Prep is available for the facility for around \$2500 excluding food.

- a. Chris notes that he has not looked into the facilities at Brophy as a possibility. He notes that it will be less expensive than Xavier if cost is our bottom line.
 - b. He will have a final quote and availability information from Xavier on Monday morning.
 - 4. Discussion on raising rates for attendance over last year.
 - a. Discussion of raising rate to \$80 for both days (which is the same as last summer's two days). But there was not lunch served at the summer meeting and there is at the winter meeting.
 - b. Winter meeting rates were decided at: \$40 for Saturday, \$60 for Sunday and \$80 if they do both.
 - iv. Rick suggests that we can budget up to \$15000 for Meetings and Events if we raise registration fees to \$80 for ATCs and \$50 for college students.
 - v. PEC budget for the year of \$6200.
 - vi. PEC budget is based on projected registration fees for the winter meeting of at least \$20,000 (ie: \$14,000 ATs, \$3,000 College Students and \$3,000 exhibitors). Other factors such as High School students, late fees and non-member fees will also play a role in this.
- B. General account budget
 - i. Chris notes that he has always under spent on the President line item. John was going to propose \$1000 to cover similar expenses (RMATA travel etc) that Chris has used in the past and adding in some expenses for business lunches and travel around the state representing the organization.
 - ii. Vice President, Treasurer, Representatives budgets remain the same at \$50 each.
 - iii. Secretary budget for at \$50 as the \$100 that was expended has never been spent
 - iv. High School Events budget can be deleted since it has been rolled into the PEC expenses.
 - v. JD suggests \$150 for AIA advisor as they have been meeting more frequently.
 - vi. Placement budget can be removed as it has not been used.
 - vii. Publicity and Promotion has not spent a lot of money recently but maintaining a decent sized budget for future activities is agreed to be important. \$1000 budget will remain.
 - 1. John suggests that the board and committee chairs be exposed to media training over the next year
 - 2. Discussion of developing a portable display for going to meetings to promote the profession (display may come out of capital expenses)
 - viii. Association Publisher budgeted for \$100 to cover possible printing costs.
 - ix. No election budget needed next year
 - x. Capital Expenses
 - 1. Chris has submitted a request for \$2500 RMATA technology grant for AV equipment. Possible need for purchasing some additional AV needs.
 - 2. Budget will remain at \$3000
 - xi. Webmaster
 - 1. Scott has only gotten one invoice so far this year, and although he has only billed us for a little over \$400 this year it was agreed it would be best to leave \$2000 as budget for possible future restructuring of the website.
 - xii. US Netcome Corp budget will remain at \$250 in order to use the messaging system.
 - xiii. Scott will send out this year's Foundation donation for \$1000 prior to the end of the year. Same budget remained for next year
 - xiv. Account budget is upped to \$1000 in case we have expenses for establishing 501(c)3 status.

- xv. Board meeting expenses upped to \$1000 to cover additional meals as well as additional conference calls.
- xvi. Board meeting travel expenses are dropped down to \$2000 as needs have been fairly low
- xvii. Meeting and Events line item to cover travel of visiting possible sites and conference calls at \$500.
- xviii. Liability Insurance budget remains at \$500
- xix. Sponsorship Committee budget
 - 1. Sam notes that he has been able to trim the raffle printing prices more since his budget proposal and is requesting \$1000.
- xx. Miscellaneous line item remains at \$500
- xxi. Consultant retainer and additional expenses
 - 1. Discussion on differentiation of fees billed to GAC consulting versus AzATA consulting as a whole. Rick explains historically how he has billed the organization.
 - a. \$2500 to cover attendance at meetings, conferring with president and treasurer, reviewing minutes etc
 - b. Additional expense was spent in advance to cover his services for as needed assistance throughout the year (ie: help with investment account, reviewing contracts for hotels etc).
 - 2. Rick proposes an increase of his basic fee from \$2500 to \$5000 in order to anticipate how much time he has to spend on getting everything in order as new board members etc are taking over.
 - 3. Cushion an extra expenses of \$1000 “just in case” time.
 - 4. Discussion on budget recommendations and delineating Rick’s role. Chris and John note a desire to have log of time recorded by Rick to determine how much time he spends on different tasks.

C. Legislative account budget

i. Governmental Affairs

- 1. NATA grants are offered, and they change on an annual basis
 - a. A basic grant of \$2000 will be awarded if a state can prove that they have been politically active.
 - b. A matching grant is available if we raise up to \$2000 they will match those efforts.
 - c. Discretionary grants available are much greater, but the means of getting it is much more competitive. May use the money for lobbyist, legal fees. Not for political consultant in addition to lobbyist.
 - i. Last year we submitted for a grant that covered fees for AT Day. Unknown to John you were not eligible for the basic or matching grant if you were awarded a discretionary.
 - 1. In the end we were given \$4000 for those submissions.
 - ii. The discretionary grant is up to \$8000, but will only pay you what you end up spending (for us it was only \$6700).
 - iii. John has submitted this year’s discretionary grant, which was \$40,000 which was easily justifiable. But he believes we will likely only get \$25,000-\$30,000.
 - 1. The means in which these fees are distributed and determined is unknown.
 - 2. Last year they awarded money on a rolling basis, this year they will not be making decisions until after a set date.

2. John notes he feels that the proposed budget will be able to meet the needs we will have in 2010 comfortably. Things would need to go unexpectedly wrong for the projected budget numbers to be off. Rick notes projections have been high on the expense side and low on the income side.
 3. Discussion on need for keeping track of Rick's hours (paid and pro bono) so that we know what our legal needs are in the future when Rick is no longer in this role.
- D. Becky motions to approve the 2010 budget. Sharon seconds. Discussion on lack of budgeting for projected income in the general account.
- i. Rick notes that Sponsorship money that Sam brings in is going to be largely earmarked for PEC. Suggests that profits from the meeting be transferred to the general account, and should be accomplished by transfers so we can see where the money is coming from and get a sense of how successful the meetings are at bringing in funds.
 - ii. John notes that for years we have been discussing balancing the budget with scholarships etc, but have left it for the committee to come up with the deficit and it has not worked in the past.
 - iii. Rick notes that in addition to dues and the meetings, the other ways we can raise money to put up income (AZATA membership only, appropriately run raffle, sponsorship money that supports PEC, additional fundraising project that makes up the deficit between projected expenses and projected income).
 1. Discussion on giving Sam the charge to raise additional funds outside of money raised for the PEC account. John is concerned that if this does not work, something different needs to be done in the future so that we stop being "meeting poor" and so that we can spend money on other important things for members.
 2. Rick also notes that we historically have not spent 50% of our budgeted amount. Suggests that we allocate money on sponsorship and fund raising so that we can balance the budget to set up accountability for where the money is supposed to be coming from.
 - iv. \$13,800 is the deficit. \$9000 for Fundraising and \$5000 allocated to Sponsorship to balance the difference.
 - v. Motion to approve the budget passes 6-0.
- VI. Old Business
- A. High School initiative task force (JD)
 - i. JD provides an update on the goal for the high school initiative for the winter meeting.
 - B. AV Needs (Chris / Scott)
 - i. RMATA AV request has been filed
 - ii. Rick asks that Chris develop and AV equipment goals needs/goals list.
- VII. Tentative next board meeting will be on at the Winter Symposium. Conference call may be necessary prior to that meeting.
- VIII. Scott motions to adjourn the meeting. Gregg seconds. Motion passes 6-0. Meeting adjourned at 2:57 pm.