

## ASLTA Board Online meeting via Fuze– September 29, 2014, 7-9pm EST

Meeting called to order at 7:12 pm

	<p>PRESENT: President Timo Owens 2014-2017          Secretary Christine Multra Kraft 2014-2017          Treasurer Bill Newell 2014-2015          Member at Large Keri Brooks 2013-2017          Professional Development Chair Sharon Lott 2013-2015</p>
<p>Reviewing past meeting Minutes</p>	<p>August 20 and September 15 meeting minutes accepted as read</p>
<p>REPORTS</p>	<p>President Timo Owens:</p> <ul style="list-style-type: none"> <li>• Recommend that all Board members develop system where you immediately record your ASLTA actions when you do them</li> <li>• Situation with Website: Bill explained contact with lawyer. Pursuing return of the 12 thousand is not worth hiring a lawyer due to their fees. Recommended that we do dispute through credit card company. Recommended that we send Letter of Notification to SweetwaterMedia. Letter sent on September 17. On September 18, Timo, Arlene &amp; Bill met with Sweetwater and gave him list of issues that must be immediately resolved. Deadline: September 24. On September 24, Sweetwater Media said some things were resolved, but he needs two more days. This was checked, but improvements were not seen and all issues were not resolved so it was decided to terminate the contract. Termination letter was sent on September 27. There has been no further contact nor should there be between our Board and Sweetwater Media. The password was changed to prevent Sweetwater media from accessing the board.</li> <li>• The DreamHost sever organization identified a hacker trying to get in the website. Their server shut down the website to protect the website. DreamHost investigated and closed the breach. The website is now back up and it is noted that it is running faster.</li> <li>• Keith Cagle decided he was not able to go to CIT. He asked Christine and Amy June Rowley to take his place running the ASLTA Forum. Need to make protocol clear – changes need to be approved by the Board.</li> <li>• Timo plans to have accountability 1:1 contact with all Board members each month to keep us moving with our goals. Checklist for Board actions will be put on Google Drive for easy access</li> <li>• Peter Cook profit</li> <li>• Bill received for an old ASLTA PO box bill in Rochester that was still open. This is now closed!</li> <li>• eBlast worked!! Increased number of members! Registration coming in!!!</li> <li>• HUGE thanks to Bill and Bev for all their hard work cleaning up messes from past years.</li> </ul> <p>Secretary Christine Multra Kraft's report:</p> <ul style="list-style-type: none"> <li>• Replying and forwarding emails as needed – some questions can't be answered because of website not working – hope this is resolved soon</li> <li>• Developing and editing eBlast and other correspondence for President &amp; Board</li> <li>• Working with Keri on eNewsletter, hope to have this sent out at end of this week, will need some Board members to sign portions of the newsletter.</li> <li>• Continuing with conference support</li> </ul> <p>Treasurer Bill Newell's report:</p> <ul style="list-style-type: none"> <li>• Our 501c3 status is now reinstated retroactive to 2003</li> <li>• Kudos to Kristin Scheibe, the Conference Chair for her continued work</li> <li>• 3 'donation' accounts: Riggs, LF2 and 'General' – this was in BOA and costing money to maintain the account. This was transferred to Schwab and is now properly set up to receive donations. Bill</li> </ul>

	<p>continues to find money earmarked for the donation accounts, so he is working to clean up</p> <ul style="list-style-type: none"> <li>• Bill applied for tax-free status in Minnesota, but was unable to get this approved because they do not give this to Professional organizations</li> <li>• Worked with Timo and Arlene to develop paperwork documentation for the Credit Card grievance against Sweetwater Media.</li> <li>• All Out Marketing in Minnesota came highly recommended by ASDC, who underwent the same situation as we did with SweetWater Media. Bill has gotten many positive reviews of the company and the CEO, Alicia Outlaw. They even have a reputation for “fixing” SweetWater Media’s messes. Situation now, we hope to get 6K back through the credit card grievance, but we will need to pay for another web design company to take over the website. All Out Marketing offers 2 thousand ‘maintenance’ yearly fee. They offer us a “rescue” contract. The website is not finished, it needs further development. We do not know how much work is needed – if it can be “rescued” or if it needs to be rebuilt until a web developer can look around at the system in place. If we can get to a point where we all learn how to maintain our website with minimal support.</li> <li>• This organization has lost thousands of dollars. We have 150 people with lapsed certifications with no follow-up. No letter prompting them to maintain their certification, so now when Bill tries to follow up with them, “you haven’t paid your dues since 2008, you owe us \$500 or we will take your certification away.” It is just ridiculous. This organization needs a HOME OFFICE.</li> <li>• Now when people pay their dues, it applies for the current year, 2014-2015. Then Bill needs to follow up on past dues and must let them know ASAP so they’re not “surprised” 6 months down the road. Nightmare situation</li> </ul> <p>Vice President Arlene Gunderson’s report:</p> <ul style="list-style-type: none"> <li>• At NAD, presented with Timo on ASLTA</li> <li>• Met with Glenna, former ASLTA President. Through that conversation, Timo and Arlene realized that past administrations had each Board and Committee leader operated on their own without coordination. As a result, things like the Evaluation and ASLHS programs operated autonomous of ASLTA. We lost members, lost chapters, and now we need to work to get them back.</li> <li>• Most of energy focused on website.</li> </ul> <p>Professional Development Chair report:</p> <ul style="list-style-type: none"> <li>• Question from Kristin – can a charity golf tournament be hosted using the National Board’s 501c3 status? Discussion – if monies go through the national organization, this is workable.</li> <li>• Sponsorship contract from SignMedia received for \$10,000. Hands waving!</li> <li>• Dawn Sign Press giving them a hard time with negotiations for preconference, etc, this is ongoing.</li> </ul> <p>Chapter chair open, President Timo Owens gave the report:</p> <ul style="list-style-type: none"> <li>• Northern California considering reactivating their chapter or establishing a new one</li> <li>• 40 people want to establish Bay area chapter, they had a meeting last week</li> <li>• New Mexico – want someone to come to their conference.</li> <li>• Maryland wants Arlene and Timo to go to their conference. They will if the MD chapter pays their back dues AND the president activates his ASLTA membership.</li> </ul>
<p><b>New Business</b></p>	
<p>2014-#056</p>	<p>Keri Brooks (Gunderson) moves we appoint media liaison for the Board. Passed</p>
<p>2014-#057</p>	<p>Arlene Gunderson (Multra Kraft) moves to appoint Keri Brooks, Member at Large, as media liaison. Passed</p>

2014-#058	Christine Multra Kraft (Brooks) moves to get the “rescue package” for our website via All Out Media Organization. Passed
2014-#059	Christine Multra Kraft (Newell) moves for the Board to investigate possible webhost companies. Passed

Meeting adjourned at 9:04 EST

**Next meeting October 13, 7pm.** No reports needed for this meeting; Timo will email us the agenda, the focus will be on our Board actions.

**For October 27 meeting – monthly reports need to be sent in on Thursday, October 23**