ALOTA Board Meeting
June 29, 2019
Child's Play Hoover, AL

1. Call to order 11:06
2. Establishment of quorum
    Appendence: Chris Eidson, Alyssa Ritenour, Sherry Kolodziejczak (on phone), Laura Smith, R.J. Higginbotham, Rachel Ashcraft, Rachel Gahan, Andrea Hunter, Robin Deacy, Emily Dunham, Laura Dunham, Tracey O'Conner (on phone), Candra Taylor (on phone), Mia Tague
3. Review and approval of minutes from previous meeting
    I. Approve
4. Old Business/New Business
    I. Board restructuring & bylaws changes
        i. Review proposed changes, amend as necessary, and vote to submit to membership
        ii. Vote to post: 12 "aye"
    II. Website Review
        i. In person memberclicks overview all
            1. For access to the link to MemberLinks please see Alyssa or Rachel A.
            2. Utilizing help feature
                a. Roles of President and Secretary to assist with posting and supporting membership for record keeping.
            3. Landing page
                a. Membership review
                    i. Active, lapse, and graced
                    ii. Prospects and targeting for new membership
                        1. Prospects can opt-out
                b. Events Dashboard
                    i. Attendance
                    ii. Record keeping-financials
                    iii. Communication
                    iv. Receipts
                c. Create an event
                    i. Calendar->new-> add info-> create permission (who can see it, membership, admin, prospects)
                    ii. Create "form" to collect money for event (Form Page) Link calendar to form page
                d. Website
                    i. Main page
                        1. Widgets

a. What we are posting on the main page
                2. Things we are using: plug in for social media, picture.
            ii. Posting File: Media manager
                1. Allow for file back up
                2. Posting of minutes (PDF), Registration form, call for papers, speaker bios, etc
            iii. Sponsor Aids
            iv. Job Postings
            v. Menu item
                1. Quick links-> new->forms->select form
        e. Communities
            i. We aren't using now. Room for growth.
            ii. Committees Management
                1. Record keeping on Board Members
                2. Award winners
            iii. Contact center (email)
                1. Click saved message (template)-> copy->edit as needed->add contacts-> send
            iv. Sending an email (Contact Center: "to all"; Profile List->advanced search by selective group/targeted audience)
                    a. choose contact
                        i. search by name
                        ii. filters: event, form, attribute
                    b. send now vs at special time in the future
        f. Creating a Form
            i. Click Forms Tab->edit->add info-> edit permissions-> confirmation
            ii. Publish vs unpublished
        g. Financial
        h. Settings
    III.   Fall Conference 2019
        i. Formation of committee
            1. Laura, Chris, Rachael, Sherry, Rachael, Student reps
        ii. Speakers
            1. 3 speakers proposal, 2 posters proposal
            2. Lecture type
            3. Preconference 2020 (funding?)
5. Officer/Committee Reports:
    I.   VP
    II.   Government Affairs

  i. Legislative session ended

  ii. PT trying more direct access (neutral stance and monitoring

  iii. Consideration of adding language when practice act is opens for practitioners

III. Secretary

  i. Virtual Quarterly Board Meeting: Exploring different platforms when meeting cannot be attended in person.

IV. Treasurer

  i. Financial Report

   1. Checking: $58.962.08

   2. Legacy: $ 33,310.39

  ii. Budget Proposal

   1. Submit budget requests

   2. Vote virtually

  iii. Taxes Filed

V. Membership

  i. Creating a membership table at Fall Conference

   1. Highlighting monthly membership

  ii. Members: 329 (13%)

  iii. Membership drives

   1. Taking advantage of fall conference

   2. Send ideas to membership chairs

   3. Membership CEU on website

VI. Recognitions

VII. Social Media

  i. Growing on social media presence

  ii. Highlights

   1. Trips and tricks treatment ideas

   2. Legislative issues

   3. Student surveys

  iii. 600 shares (FB)

  iv. Facebook wants a numbers (no giving out the number)

  v. Primary uses are Facebook and Twitter and Instagram kicking off during Fall Conference

  vi. Use of hashtags, tags to increase visibility

  vii. Twitter: @ALOTA_alabama

VIII. RA update

IX. District Chairs

  i. Fundraisers and speaker events

  ii. Creating forums, networks, journal club, special interest

X. Student Reps

6. Adjourn 13:16