

NHATA Executive Council Meeting Minutes
Sept. 10th 2020 10:00 am
Via Video Conference

Executive Council Members in Attendance

Sandy Snow – President
Christine Reyes – President-Elect
Ali Bower – Secretary
David Caponigro – Treasurer
Natalie Pollet - Social Media Committee Chair
Precious Burke - GAC Chair
Max Judge - Emerging Student Leader

Time Meeting is Called to Order: 10:04 am

Quorum Present?

Yes, 3 of 3 voting members are present

Announcements

- VNATA Deadline extended until Oct. 11th 2020
- District 1 Director Notes are out - please review
- Awards and Officer nominations are open - general reminder

President's Report

- ◆ Nothing to report

President Elect's Report

- Mask sales
 - 'Supporter' 43
 - 'NHATA Scissors' 15
 - 'Generic Scissors' 26
 - Gaitor 9 - does not hit threshold. Those who ordered will be notified and provided option to select another design
 - NATA Office contacted president-elect regarding violation of terms and conditions of use of AT logo.

Secretary's Report

- ◆ Member number update
 - NATA/NHATA 304
 - NHATA (non NATA) 7

Treasurer's Report

- Financial Disclosures and Treasurer's Report
- Credit Union update and general discussion
 - Postponed until 2021
- Canva Pro has been purchased for use by Secretary and Social Media Committee
- Website payment pending

General Discussions and Committee Reports

- Social Media Committee Report - Committee Chair Natalie Pollet
 - General updates and upcoming content.
 - Mask fundraises - first major campaign as a committee. Successful reach based on metrics.
 - Facebook: 200+ people reached
 - Instagram: up 150% in overall engagement
 - Twitter: 1500 views, 100+ engagements. Increased views from non followers by 250%
 - Promotion on Facebook and Instagram. Facebook: 4700 people reached. Instagram: 4400 accounts reached.
 - Promotion cost: \$15. Under budget
 - Social media etiquette and need for improved communication
- Government Affairs Committee Report - Committee Chair Precious Burke
 - Grant application resubmitted with revisions.
 - GAC Boot Camp - virtual option is free. Dec. 12th and 13th 8:00 am-12:00 pm
- Webpage update - by proxy - Sandy
 - No update
- Secondary School Committee - by proxy - Sandy
 - ATLAS survey and Safe Sports School Award grants reminders
- Student Committee - submitted via email
 - Recommends begin planning of virtual student symposium as spring event was cancelled due to COVID
 - Recruit students to help with the planning of the event to provide experience in event coordination
 - Committee to work on ways to engage students and publicize scholarship opportunities as applicant pool remains small
- Max - reaching out to program directors about officers attending student meetings. Student delegation update.
- Committee reports are due 12/31
- Bylaws and Policies and Procedures - Sandy in final stages of review.

New Business

- Fall Clinical Symposium and State Business Meeting. Seeking CEU opportunities. Sandy has reached out to speakers from June event.
- Good of the State - national, regional and state award nominations are open.

Items to be Held Over

- Vote to move NHATA finances to another financial institution

Motions and Votes

- ◆ Motion by David to accept August 2020 minutes. Seconded by Christine.
 - 3 in favor. 3-0-0
- ◆ Motion by Ali to postpone change of financial institution decision until Jan. 2021 to allow for completion of research and recommendation process. Seconded by Christine.
 - 3 in favor. 3-0-0

Action Items

- Christine to send logo information to Natalie
- Christine to finish out Bulldog order
- Precious to set up GAC boot camp

Next Meeting

Date: TBD

Time:

Location: Zoom

Meeting adjourned: 11:00 am

*A. BOW MATATE
Approved
Oct. 22nd 2020*