DATA Executive Board Meeting Notes

February 20, 2015

1. Call to order
2. Roll Call- Cara Gomez, John Smith, Nikki Lounsberry, Kelly Stafford, Mikaela Potrako
3. Motioned that last meeting’s minutes (1/19/15) be approved by the board. Approved
4. President’s Remarks (Cara)

* Strategic planning for DATA will be addressed this summer by the board.
* Goal will be to discuss where DATA needs to be heading in the next 5-8 years
* Meeting to discuss this will preferably take place in person, however email discussion is a possibility

1. Treasurer’s Report (Kelly)

* Current Balance- $27,438.81
* Discussion of current open ends mutual fund
* Kelly spoke with new member of financial firm
  + Discussed adjustments of savings accounts to maximize interest
  + Take a look at high yield account for the future
* Determined that DATA should wait until corporation status is settled before proceeding
  + Possibly address this over the coming summer

1. Old Business Addressed
   * Website/ Social Media

* Website- Great job Nikki, things are looking good!
* Facebook- Jim Malseed doing a great job with this, Nikki will continue to Tweet content from DATA facebook page
* NATA Videos- Need video file from NATA so it can be embedded on the website (Nikki)
* Will address how to target specific groups on the DATA mailing list (ie emailing only secondary school ATCs)

1. New Business
2. Scholarships

* Question was posed… Can DATA eboard members also be the recommending ATC on a student’s application? (Kelly)
* Discussed idea of creating a drop box so that everyone can view the scholarship applications and vote remotely on who should receive awards.
  + Nikki will create this from all of the applications that are uploaded to the website
* Reminder to Students
  + Mikaela will continue to remind students about the available scholarships and of the March 1st deadline.

1. Fundraising-5K

* 5k will be Saturday May 2nd,2015
* Kelly shared notes from last year’s 5k
  + SATC should consider a competition amongst the club to see which individual can get the most people to register.
    - Mikaela will bring this up at the next SATC officers meeting
  + We need better promoting of the event
  + Flyers
    - Consider printing in color this year
    - Add waiver to current flyer (Nikki)
    - Approval to hang them in the little bob gym- confirmed
    - SATC will spread them throughout the UD campus (Mikaela)
    - Ask high school ATs to hang them in their facility
      * UD students at high school sites will be asked to hang up at flyer and promote the 5k in their school (Mikaela)
  + Awards
    - There was no under 15y/o age group or over 60. Consider adding these categories.
  + Look for bigger donors specifically large PT clinics, southern Delaware businesses, vendors (facemask, prosthetic vendor)
    - See if these PT clinics will also place flyers in their clinics
  + Create google doc for registration so eboard members can see where we are with registration. (Kelly)
  + More mile markers on the course
  + Resolve timing issue
    - Aaron Strumminger has a contact in the BioLab that handles race timing (John will contact Aaron)
  + Give Amy Thomas more specific role
    - Decided that Amy handle sending out info for donations only
      * Cara will speak to Amy about this change, get list of donations and assist Amy where needed
* Registration
  + Nikki will handle all registration via active.com and/or races to run
  + Cost- $20 registration fee, $25 day of registration
  + Races to Run
    - Ad is able to be posted once race info is submitted
    - $195 for race listing, $195 for banner
    - $2.99 transaction fee
      * Confirm how transaction fees are taken out (Nikki)
    - Explore the possibility of using a different company
* Sponsors
  + Remind sponsor to submit a jpeg image of their logo so that Nikki can post it on the website and for the tshirts (John)
* T-Shirt
  + Kelly shared potential design ideas
  + Decided that the website address should be on the back of the shirt

1. Timeline

* March
  + Contact Amy (Cara)
  + Set up registration (Nikki)
  + Finish Flyer (Nikki)
  + Promote 5k in the high school (HS committee)
  + Get sponsors (Amy)
  + Determine what supplies we need to buy (John)
    - Making sure we have enough medals if additional age groups (John)
  + Decide on a Timing company (John)
  + Design Tshirt (Kelly)
* April
  + Map course(Kelly/Dan)
  + Promote- Everyone
  + Sponsors (Amy)
  + Door Prizes (John, Cara, Mikaela)

1. Committees

* Put together list off all people who serve as committee members/reps/liaisons etc.
  + Make being a committee rep a 2 year commitment
  + Appoint a chair to each committee who will report to the board
* PR committee
  + Consider Kathleen Kenny for Chair (Nikki will contact)
* Secondary School Committee
  + Consider adding a committee member from Kent if there is someone interested
  + Chair- Look into Craig Yingling from Delmar(Cara)
  + Determine which ATC brought up the point about 2 athletic trainers per high school at the business meeting (Cara)
* Education
  + Explore option of forming an education committee
  + Discussed the possibility of this committee handling the annual meeting
* EDAC
  + Dianaleize Garcia is chair, look for addition committee members and form committee
* Looking forward…
  + establish a fundraising committee
    - Consider a north and south division
    - Small fundraiser for southern part of the state
      * Suggested summer fundraiser at a restaurant where DATA would get a portion of that nights profits (John)

1. New things to Attempt this year

* Explore option of Delaware Hit the Hill day
* Add EBP to next annual meeting
  + Tom Kaminski presentation possibility
* Involve students who are not just from UD
  + Scholarships for students will pursue entry level master in AT
  + Scholarships for high school seniors who are going in to AT anywhere not just UD
* Mentoring
  + Setting up recently certified ATC/Students with more experienced ATCs

1. Tasks before next meeting

* March Tasks accomplished
* Form new committees and appoint chairs
  + Goal- have these committees meet and report sent to the board (by the chair) by March 20th
* Star Track- Reminder that the deadline for grant funding is approaching
* Discussed the D2 high school/college funding grant is coming up

1. Important dates

* March Meeting- March 20, 2015
* 5K- May 2nd
* NATA- June23-26th
* Annual Meeting- December 6th @AI DuPont