DATA Executive Board Meeting Minutes

3/27/15

1. Meeting called to order.
2. Roll call – all here
3. Minutes approved from last meeting.
4. President’s remarks
   1. $ 20,000 endowment from EATA
      1. Has been deposited
      2. Plan to wait until things with the lawyer are done before deciding how to invest and grow the endowment
      3. Think about how we want to use the $ 1000 interest (scholarships, PR, etc.)
      4. Plan to send thank you card to Mike and thank you email to board
5. Treasure’s report
   1. Current Balance of $ 49, 659.30
   2. Tax status ongoing
   3. Still waiting for Cara’s credit card, ok for her to use what is needed after 1000 travel money is gone.
6. 5K
   1. March Tasks Completed
      1. Amy was contacted, letters to normal donors were sent, list of new donors talked about. Need to get letter so the board can send out letters to new donors if needed.
      2. Race to run – set up was complete and has been working well
      3. Flyer has been completed and distributed
      4. Eblast was sent - plan to send again this week, in 2 weeks, then right before the 5k
      5. Social media has been active in advertising
      6. Plan to continue to get flyers out to high schools, talked about developing a high school specific flyer
      7. Have 33 metals and kids metals, enough for this year’s race.
      8. Timing company is confirmed. Using same company as last year. Going with non chip, 2 different color bibs (timer will provide), better sound system. Discussed if there is another problem this year to go with the chips and possibly a different company next year.
      9. T-shirt design complete. Will be sending out email to confirm colors. Need to send in design by April 17th (need donors by then for the back of the shirt).
   2. New task
      1. Decided who would contact who for follow ups with donors.
      2. Talked about making personal phone calls to get donations from members (race registration).
      3. Talked about possible new donors.
      4. John/Cara along with students will hit main street and local businesses for donations/raffle items/food every Friday in April.
      5. Kelly will be in charge of day of purchases – food, raffle tickets, paper bags, posters (registration, course map).
      6. Plan to use already purchased bubbles as kids give away.
      7. Talked about getting mile marker and arrow signs made ($10)
7. Secondary Committee
   1. Has met as a committee
   2. Very ambitious with a lot of ideas
   3. Goals
      1. Meet with DIAA
      2. Create an educational packet
      3. Designate a person to get all phone numbers for secondary school ATs
   4. Instructed to pick one thing
   5. Continue to work on 5K
8. EDAC
   1. Has met
   2. Plan to have article for website by May 1st
   3. Plan to set up mentoring program, they are to have implementation plan by June 1st to roll out for next school year.
9. Star track
   1. Just approved, unsure how it will be rolled out.
   2. $ 500 grant to be used in 1 yr
10. PR
    1. Instagram up and running, going well.
    2. Nikki will be handing over the twitter account to them.
    3. Have had regular meetings
    4. Will be doing the health fair with SATC – health screen, promo raffle
    5. NATA PR
       1. Have pre made packets
       2. Looking to make rules for those who have anything to do with DATA social media
    6. Looking to push the brand of DATA/NATA
    7. Decided on $ 500 budget for PR
    8. We are licensed to use NATA AT logo
    9. Approved to go forward with new DATA logo ($ 100)
    10. Banners
        1. DATA (with AT info) 1 outdoor, 2 indoor
           1. Make use for any event
           2. Make available for members
        2. 5k – finish line and registration
11. Governmental
    1. DE Hit the Hill day
       1. Ideas
          1. Host lunch, drop off packets, table in lobby
       2. Dan/Cara make packet for May session – use to build awareness, who we are, what we do, the importance
       3. Next year after tax status apply for government grant, possibly host a lunch
12. Other
    1. We need to own concussions use catch branding, tangible item, marketing supplies
    2. Scholarship application – update over summer
    3. Progress bar on website for 5k
    4. Google doc for students registered for 5k
    5. Scores to Nikki for scholarships by next week
    6. Plan to have students run and the board vote on our representative for next year.