

Texas SandTray Association



Board Meeting Minutes August 8, 2025 10:00 am Zoom Meeting

Executive Team & Officers in Attendance

x	Taylor Vest, President	x	Aubrey Riddle, Secretary
x	Tracey Sadler, President-Elect	x	Ellen Meystedt, Public Relations
x	Karen Burke, Founding Advisor & Director of Curriculum	x	Joy Van De Hoef, Executive Assistant
x	Sheri Shulenberger, APT Reviewer	x	Chanda Esparza, Conference Chair

Welcome/Call to order The meeting was called to order by Karen Burke.

- Roll call of board members & establishing a quorum: Karen Burke chaired the meeting and established a quorum.

Review of Previous Meeting's Minutes

- Acceptance of, or amendments made to the July 11, 2025 meeting's minutes. Motion was made to accept, 2nd made, then a vote to accept.

Monthly Update:

Topic:	Notes:
Checking Account Balance	\$6,303.39
TSTA Active Members	79
CCST Active Certifications	59
Registered Agent Mail & Gmail	None
Executive Assistant - Other Business	Joy reported the numbers of conference tickets sold thus far
Website/Social Media Updates	612 hits up 50%

Items Discussed:

Order:	Topic Leader:	Topic:
1.	Karen & Taylor	Discussed the need for marketing and social media to bring attention to the upcoming conference. Discussed significant draws to the conference including APT hours, cultural competency and ethics CEU's as well as the silent auction.
2.	Tracey	Discussed miniatures to be handed out at the conference and selling of t-shirts.
3.	Joy	Asked for confirmation to purchase TSTA stickers, which the board approved of. Went over the conference task list to verify what has been completed or is being worked on. Discussed the list serve and need to update to better utilize it for PR.
4.	Sheri	What to include and the welcome process at the conference.

Next meeting:

August 8, 2025, at 10:00a.m. CST

Action Items:

No.	Action/Discussion	Who	When
1.	Ellen will create content to send out continually highlighting key aspects of the conference through social media. Taylor will support Ellen in the PR plug. The board agreed to share the posts on social media.	Taylor and Ellen	ASAP
2.	Complete purchasing of miniatures for the conference attendees and prepare for selling of T-shirts at the conference.	Tracey	This month
3.	Purchase stickers for the conference. Look over and update/consolidate listserve.	Joy	ASAP
4.	Discussed items to include in the conference welcome including: history of and information regarding TSTA as well as the certification process.	Sheri	Present at conference



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