

Texas SandTray Association



MINUTES

Full Board Meeting

August 18, 2023

10:00 am

Zoom Meeting

Executive Team & Officers in Attendance

x	Sheri Shulenberger, President	x	Taylor Vest, Public Relations
	Salina Loriaux, Past-President	x	Maria Vanillo, Executive Assistant
x	Karen Burke, Founding Advisor		Melissa Fleming, Conference Committee Co-chair
X	Michelle Beyer, President-Elect	x	Tracey Sadler, Secretary

1. Call to order: The meeting was called to order by Sheri Shulenberger.
2. Roll call of board members & establishing a quorum: Sheri Shulenberger chaired the meeting & established a quorum.
3. Acceptance of, or amendments made to the August 4th meeting's minutes: A motion was made to approve the meeting minutes from August 4, 2023. The motion was seconded and passed.
4. Monthly Update:
 - Financial: \$2184.90
 - Membership: 3 new certificates; 2 renewals
 - CCST/TSTA: CCST 54/CCST-T 36
 - Registered Agent/Mail update: No mail
 - Social Media: Changing from "Website" to "Social Media" visits
5. Conference:
 - a. Registration Deadline: August 28th, 2023
 - b. Cancellation Policy: \$30 by 9/1/23
 - c. Registration: (41 sold last year) 5 TSTA Board; 3 Speakers; 7 regular; 3-5 ½ day colleagues of speakers; also created a student rate \$85; Final count: 8/25/23
 - d. Venmo: Maria created Venmo for TSTA Business
 - e. Venue: Sheri checking on rescheduling policy
 - f. Delivery: Plan B: Maria checking on technology/APT credit/Speakers for virtual options

- g. Polls: 10-15 received; most state that location is too far
6. Social Media: A lot of checking out, but not committing
- a. Website: A lot of “clicks” and interest
 - b. Instagram: 90,350% increase
 - c. Followers: 2.3% increase