

**Check-in with the Treasurer, PO Box, and our newest officers about their tasks**

- Mitya suggested “closing paypal, new paypal to come” - Montana motioned, Maddy seconded, unanimously agreed
- We may need a new address, Greg will see if we can use PO Boxes’ physical address
- Mitya suggested we change our address to a site that will allow us to use the PO Boxes’ physical address, White River Junction for example. Hanna motioned to allow Mitya to make this change, Greg seconded
- By Laws should be on the website, but the website is malfunctioning so we’re unsure. By Laws should also be in Google Drive
- Warning regarding board meetings to directors, members at least 10 days ahead, agenda due 7 days ahead of meeting
  - SEND email with all meeting dates to all members, refresh with 10 days notice
- Who has access to what accounts:
  - Hanna - Zoom, will clear out old members personal details
  - Beth, Mitya - Paypal
  - Listserv/Google Groups - Maddy, Capt
  - USPS - Montana, Mitya, Greg (PO Box)
- Greg: Pay dues for ASA? Mitya: Done!

**Special projects**

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- Recruitment! April 2025 meeting discussion
- Save the Date for April event is first membership push
- Maddy
  - Wants to play with Search a Practitioner bar on our website, and wants to get more folks listed so we can better serve practitioners and future patients. Call and/or stop into office to meet and share who we are, what we do
  - Get comfortable with current resources for new practitioners, documentation/compliance letters/disclosure statement type resources for members
  - Practitioner features on VTAA instagram
  - Will talk to companies about more discounts
  - Free basket raffle for VTAA April Event, Phiona Gitsham attended meeting in past and gave out some great things - maybe we reach out to her
  - Maybe Maciocia or Lhasa would contribute too
- Mitya asked about radio, starting ads in anticipation of meeting, now website has launched and are better prepared to move forward
- Montana will send quotes regarding radio ads, we voted to spend up to \$2500 as of 2023 - hits practitioners/members and potential patients
- Front Porch Forum could be another option for ad potential, Greg will look into price of ad on FPF. Captain will work on copy for that ad. We can approve as long as below ceiling (\$1500) for membership permission. Captain will send out what she and Greg come up with to get some other eyes on it.

- Who's writing copy for VPR ad? Deirdre is our social media person, Montana recorded a short video recently and we could use some snippets from that, Maddy suggested ChatGPT
- Let's move forward with FPF for now, and seeing how that goes. End of March, early April for VPR. Maddy will look into other online resources for ads. Think about who's voice is best for ad.
- Mitya: Membership drive? Tell folks about what board has been doing, we need funds, this is what funds help us do, ads through VTAA are much cheaper than buying your own
- Still working on goal setting the next month or two

### **Prep for the April 2025 event in Burlington (including a mailer)**

- APRIL 5th, Saturday, 10AM-1PM
- Hotel VT in Burlington
- Point person: Montana
- Bring: Name tags, markers
- 1 hour Qi Gong w Arthur again? Members get 1 credit CEU, optional
  - Positive to motivate members
  - Can just attend social portion, conversation is free, no agenda, gives us a pulse on what people want and need
  - Mailer will detail the CEU Qi Gong with Arthur to hopefully help with recruitment
    - Send mailer to all LAc's to incentivize, email too
      - Can send via internet, 2 months in advanced
      - Montana will send template via email, we will vote via email too so we can send more easily, faster
    - Should be FREE to help motivate
    - Mitya suggested a font change, etc to catch people's eye!
    - Captain suggested a postcard Save The Date with our logo, stock photos to appeal, FREE, meet and greet, 1 CEU, snacks etc
    - Greg will help with mailer, Maddy will view too – QR code to website to make it easy for folks who aren't members