



Minutes of the SEATA Executive Board Meeting

Conference Call

April 5, 2020 (6:30 / 7:30 PM)



Roll Call

Official Minutes

P	District Director	Marisa Brunett, MS, LAT, ATC	P	President	Gerard White, LAT, ATC	P	Vice President	Jeff Hopp, LAT, ATC
P	Treasurer	Scott Byrd, LAT, ATC	P	Secretary	Donna Wesley, LAT, ATC			
P	Alabama President	Danielle Platt, PhD, LAT, ATC	P	Florida President	Erik Nason, LAT, ATC	P	Georgia President	Amos Mansfield, LAT, ATC GATA VP
P	Kentucky President	Scott Helton, LAT, ATC	P	Louisiana President	Cary Berthelot, LAT, ATC	P	Mississippi President	Jeff Bryant, LAT, ATC
P	Tennessee President	Peggy Bratt, LAT, ATC				P	Parliamentarian	Chuck Kimmel, LAT, ATC

— Meeting called to order with quorum (7 State Presidents) at: 6:36 CST

P = Present

X = Not in attendance

L = Late Arriving

SR = State Rep. present

AGENDA ITEM		RECOMMENDATIONS / ACTIONS
1. Call to Order (Roll Call)	President White welcomes Treasurer Byrd to the Board	
a) State Representative(s)		Invited Guest: MS Incoming President Kira Berch
b) Invited Guests / Members Present		
2. Review of Previous Discussion(s)		
a) EB Online Motion(s)		
b) Consent Agenda	1. Marketing Grant a) MATA	Tabled March 7, 2020 Meeting Minutes until they can be distributed to the Board for Review. MOTION (LA/TN): Approve the MS Marketing Grant as submitted for \$2,000. <i>7-0-0-0- Motion Approved</i>
1. Officer's Reports		
a) Director Brunett	March 23 was last BOD Call Strategic Alliance Update BOC has cancelled most recent exam CAATE has updated website for information on impact of virus GATA President Mansfield – BOD approved assisting in financing GATA Awards luncheon. 2020 Convention – planning on continuing as scheduled; being monitored daily.	



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	<p>Partnership with Shaquille O'Neil Foundation – working to show youth and secondary school athletes alternatives for pain management – media release is on hold at this point. BOD Approved to provide BOC Exam study guide for free for student members until May 1.</p> <p>Covid-19 Resources are available on NATA website.</p> <p>AT Your Own Risk did host a webinar and is available to share.</p> <p>Go4Ellis helped to create a place for health service organizations to partner with ATs for filling vacancies due to the shortage of healthcare professionals. At last report over 600+ had signed up on the platform in one week and are being utilized in hospitals, urgent care centers and other organizations.</p> <p>President Lindley on Tuesday will be kicking off a call with BOD, Committee Chairs, and some others on how to support our members with resources that are specific to their settings.</p> <p>President Lindley is doing a great job of promoting ATs as a resource to help with this pandemic.</p> <p>President Mansfield expressed his appreciation to Director Brunett and the BOD for their support of the \$3,000 proposal to assist with funding the GATA Awards luncheon in Atlanta.</p> <p>President Platt asked about plans for Capitol Hill Day. Director Brunett reported that within the next few weeks additional information will be provided, but plans are moving forward as scheduled.</p>	
<p>b) President White</p>	<ol style="list-style-type: none"> 1. Update on Convention Committee Members <ol style="list-style-type: none"> a) VP Hopp (Chair); SEATA Officers; Karen Fierman (ATSS); Lizzie Hibberd (CSMM); Rich Frazee or Ben Velasquez(CCP); Taylor Temnick (MarCom); Conference Direct Representative, Connie Griffin 2. EATA Convention is January 8-11, 2021 in Atlantic City, NJ <ol style="list-style-type: none"> a) PRES White; VP Hopp, SEC Wesley 	<p>ACTION: President White and Director Brunett will make arrangements with D10 leadership to propose the exchange with planners and speakers.</p> <p>ACTION: President White will review the 10 proposed attendees to possibly include (CPP Chair, M. Jarriell, and Treasurer Byrd).</p>



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	b) ATSS: K. Fierman; P. Tripp; RT Floyd c) CSMM: L. Hibberd; A Tritsch d) ATED: D. Platt 3. Director Brunett Discussed the exchange with NWATA (D10) 4. NATA Foundation has been notified of the increase in SEATA's sponsorship (Free Communication @ \$5K and Foundation Event @ \$10K) 5. Cvent Survey (maximum attendees) AL – 120 FL – 350 GA – 150 KY – 100 LA – 175 MS – 125 TN – 160	
a) Vice President Hopp	1. CSMM Update – Many of the sales teams at hotels have been furloughed and it has hindered the updates from Conference Direct. VP Hopp will update as he continues to work with Connie.	
b) Secretary Wesley	1. Virtual Meeting Information from Cvent 2. Membership Data from NATA for April is not available yet.	
a) Treasurer Byrd	1) Balance over \$336,000 in checking and savings. 2) Should be balanced with outgoing payments by end of the week. 3) Will work with President White to finalize state distribution. President Berthelot expressed appreciation to Treasurer Byrd on quick turnaround on reimbursements.	ACTION: State Distribution Checks should be completed hopefully this week.
2. Committee Reports		
a) Standing Committees		
i. Finance Committee	Update on: President White has asked that Treasurer Byrd schedule a Finance Committee Conference Call or Meeting.	Tabled pending Finance Committee Review



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ii.		
b) Ad hoc / Taskforce(s)		
i. Legislative Grant Taskforce (President Bratt – TN)		Tabled pending Finance Committee Review
3. Old Business		
a)		
4. New Business		
a) Online Continuing Education	<p>1. Discuss the impact of COVID-19 on State Meetings and the use of online resources.</p> <p>President Nason reported that ATAF as been in discussions with many representatives and is not in the position to make decisions regarding their meeting yet based on their contracts with the hotel. They are not going to make a decision until at least mid-May or June 1; also depends upon NATA decision. Plans currently are to go virtual or to postpone until the fall.</p> <p>President Platt reported that ALATA is currently still planning on the meeting in late May. President Platt asked that the BOD continue to keep the State leadership in the loop as to plans with convention and the decision of the BOC if there is a possibility to reduce hours. Hotel decision will come mid-May based on contract. EBP session on Sunday will be included and registration (\$100) will be reduced to help off-set cost of hotel. Also considering a virtual event if needing to cancel.</p> <p>KATS is making the decision by April 30 for the June 6 meeting. Will be discounting the registration rate for those that may be furloughed or reduced hours. They will be comping vendors if they are able to attend.</p> <p>LATA will have a conference call after the SEATA Board call to make a final decision, but they are leaning toward a virtual meeting. Meeting is scheduled for the north shore of New Orleans. Member survey indicated that pushing back the date was not in the best interest of the members.</p>	



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	<p>MATA has already voted to cancel their meeting and moving to a virtual meeting; concern was with the members being furloughed and vendors and speakers being impacted by travel restrictions.</p> <p>President White discussed the ability to utilize Cvent and our partnership with another possible platform for virtual meetings such as Zoom or Webex,</p> <p>President Bryant and President Nason acknowledged the benefits of possibly working together for a virtual meeting and collaborating on speakers or agenda, or possibly offering ATAF meeting virtually as well as live in the event of NATA possibly being cancelled.</p>	
EXECUTIVE SESSION		<p>Entered at 7:41 PM – Guests have left the call.</p> <p>Executive Session ended at 7:55 pm.</p>
7. Announcements	<p>TN – President Bratt asked for prayers for members Robbie Williams and Michael Gerlach who are currently in the hospital</p> <p>TN & AL – asked for prayers for family members that are or will be working on the front lines</p> <p>1st Sunday @ 6:30 PM CST/7:30 EST Next Meeting – May 3 – June (NATA)</p>	
8. Adjournment	Meeting Adjourned at 8:04 PM CST	