

**Minutes of the July 11, 2012
Meeting of
The Governing Council of the American Herbalist Guild**

Present: Bevin Clare, Patricia Kyritsi Howell, Nicholas Schnell, KP Khalsa, David Harder, Sheila Kingsbury, Phyllis Light.

Not present: Mimi Hernandez, Tracy Romm and Warren Gohl

Meeting began at 7:03 PM EST.

Old Business

Minutes for 06/06/2012 were approved as submitted.

Executive Director's Report

Tracy Romm: 7y Through the first six months of 2012 revenue from memberships has exceeded revenue budget projections substantially. Following are the month-by-month and midyear totals.

	Revenue	Budgeted
January	8,095.00	6,850.00
February	11,970.00	8,175.00
March	12,455.00	8,175.00
April	12,005.00	8,175.00
May	9,540.00	8,175.00
June	11,240.00	8,175.00
Total	\$65,025.00	\$47,725.00

At this time, there is a \$20,072.01 positive balance for the year-to-date instead of the \$661.00 deficit that was projected. There are no substantial outstanding bills at this time.

Analysis of the rate of new memberships for the first six months of 2011 vs. the same period in 2012 shows significant change – 231 in 2011 vs. 333 in 2012. The increase may have been influenced by the successful webinar series and member discounts. There is no simple mechanism by which to track the rate of return of expired members.

There have been six monthly webinars conducted so far in 2012. Attendance numbers are shown below:

From Seed to Safe Use: Defining the Modern Apothecary: 852
Becoming a Professional Member: 691
Incorporating Essential Oils Into an Herbal Practice: 575
The Basics of Using Herb Tinctures for Companion Animals: 460
Allergies, Hypersensitivities, and Their Implications: 1020

Differential Treatment of Depression: 1249

There was a total of 3,333 unique attendees at our 2012 webinars through June. Follow-up marketing emails encouraged non-member to join the AHG to access member benefits, including attendance at and online access to recordings of all of the webinars, and any future member-only events.

The recordings of public webinars are available for one week after the event, after which time they are moved to the archives. Announcing this recording promotes goodwill and a sense of generosity while also providing an effective marketing opportunity to again promote AHG membership.

Our next two scheduled webinars are with Christa Sinadinos (July 11) and Henriette Kress (August 6).

Fundraising for 2012 continues. The total of monies received and pledges to-date stands at \$14,250. Any additional leads and contacts from Council and Officers would be appreciated.

An email sign-up form for the AHG website has been developed which will enable visitors to register to receive free information about AHG events in the future, regardless of whether they have ever participated in an AHG event. There have already been over 200 opt-ins through this form.

Since there isn't any clear guidance as to the plans for new editorial leadership for the journal, Tracy have been quietly communicating with a few individuals about articles for Volume 11, Number 1. Ideally these materials will be in-hand by the end of August, but it seems increasingly unlikely that this will be the case. He expects that the next journal will run beyond the hoped-for October publication date.

Tracy is in discussion with KP, and now Mimi, about the need to install security upgrades on the website and the cost-benefit of doing only that as opposed to migrating from a Drupal to a WordPress platform for our operating system.

Despite the updating and reprinting of the membership brochure, there has been little movement in getting them out the door of the office. Only one member contacted us about receiving them, and only one chapter.

The recordings of the 1999 AHG Symposium have been recovered and digitized. They will be added to the Member Resources section of the website soon. This will bring the total number of recorded lectures there to over 300. At this point there is no way to go further into our history unless we are able to find members who possess cassette tapes from pre-1999 Symposia, which can then be digitized.

KP: Patricia has suggested that webinars not be scheduled on nights there are council meetings.

Treasury Report

David Harder sent out P&L to council. The average ledger balance for the month was about \$14,000 and there are no outstanding balances. He placed a request to Tracy today asking for budgets prior to 2011 and P&L prior to August 2011. Patricia asked about the difference in printing costs from the projected to the actual. David thinks the difference in printing costs from estimated and actual costs is probably the printing and mailing of brochures.

Professionalism

Nicholas Schnell has been working on the AHG handbook, but not many people have made suggestions for revisions. He needs to get edits in to finish this up. David is still working on getting info about GMPs and trying to understand how AHG can help educate members about this topic.

Chapters

Patricia Howell reported that the newsletter is going out. There is a new chapter in Washington, DC. After symposium, she suggests that council look at the geographical boundaries of chapters maybe let folks attend the meeting closest to them.

Admissions

Sheila Kingsbury reported trying to identify areas that may need work and is waiting on additional reports.

Outreach

Mimi Hernandez: Not present, but emailed report.

Symposium outreach: Mimi has been in touch with Mother Earth News to discuss ways to cross promote each other's events. They will be posting the AHG logo and symposium announcement in their newsletter and website. They have invited AHG to submit an ad that will get 250,000 hits in their webpage. In addition, Mimi will be speaking about medicinal weeds and medicinal mountain roots on behalf of the AHG. They have also given us a free exhibit table. Mimi asked Tracy for table topper materials. She also asked Patricia to find someone from PA chapter to come look after the table that weekend. They are providing this to us as a sponsor of our event. Mimi offered to post their logo as a sponsor on the AHG webpage and Symposium site. Mimi asked Bevin to make sure Alexis does this. This is no light partnership. The event Mother Earth News Fair has so far 60,000 attendees.

HerbDay: Mimi joined the call with others in the planning of Herbdays 2013. It is scheduled for May 4, 2013. KP and Mimi would like AHG to play a prominent role. Karena and Mimi drafted an email to chapters urging them to begin making plans and there will be a notice in the AHG Newsletter. Mimi would like council to consider sponsoring an event. She would like to see something fun to get to get people involved.

Facebook: Outreach committee is well aware that the FB Group page says "American Herbalist Guild" instead of "herbalists." Prior to Mimi's appointment to the council, the page was already up under this name and unfortunately, FB won't let groups over 250 people change their names. Mimi has petitioned FB to change it. The only other solution will be to start all over.

Mentorship

Patricia reported that the handbook for mentoring guidelines for students and mentors is basically complete. It just needs to finish formatting all the forms. These will be placed on the website as word documents instead of pdf files or papercopy and will be interactive.

Education

Shelia Kingsbury reported working on a school list. She asked anyone that hasn't gotten a packet on AHG and schools, to please contact her.

Symposium

Bevin Clare reported that about 150 people have registered. The affordable housing filled up almost immediately. She is in negotiations with Seven Springs to offer more affordable housing. Bevin is going to do a site visit. Since the pricing structure on vendors has changed, it's about 2/3 full. AHG is offering a special discount to local businesses. She put a request to David to increase Alexis' compensation package due to Alexis' workload. Bevin is also working on a strong group of volunteers at the symposium.

Advisory Board

Warren Gohl: not present

Elections

Bevin would like to propose the use of an online system for absentee voting at the symposium this year instead of mailing in votes. Her suggestion is that next year the whole election take place online. This would call for a bylaw change and the elections would be moved to a different time of year. Bevin will put together a package to send to council with details.

Patricia moves that we adopt online system for absentee voting at the 2012 symposium. Nicholas second.

Patricia reports that 3 people have expressed interest in running for office. She suggested that council set up phone conversations to convey issues around transition and council responsibilities. Until the first week in August, people can either nominate themselves or others can nominate them.

KP suggested council determine minimum qualifications for council positions. Bevin is gathering information from other organizations to find out how others approach this. She suggested that some of this may be by-law oriented and council should work with new ED about this.

Herbalists Health Trust Fund

Shelia Kingsbury reported that David sent an email that helped solidify procedures. He suggested creating an application review committee. Patricia suggested that the advisory board could do this instead of creating a new committee. Funding for the trust fund is 20% of proceeds of the silent auction. We also have a start on the application process.

New Business

Transition Committee Report

Shelia Kingsbury reported that she emailed advisory board and gave them an update. She is trying to post the job announcement at various sites. Craigslist requires a payment for every region in which the announcement is posted. Shelia will get with Tracy about posting the announcement on AHG website. An editor or guest editor is needed as soon as possible. If anyone has any suggestions, send them to Shelia.

There was discussion about the transition process.

Motion to adjourn.

Meeting adjourned at 7:31 p.m. est.