

RIOTA RETREAT MINUTES
Saturday, August 4th, 2007

Present: Karen Morgenstein, Sue Higgins, Lisa Edwards, Gina Alston, Becky Simon, Rachel Vitello, Meghan Franklin, Anne Harwood, Beth Smith, Marc Viera, Beth Horne, Trish McGee, Natalie Leland-Wiatrowski, Selene Gemmell, Brian Robertson

- I. Treasurer Report (Becky Simon)
 - a. Currently transitioning position over to Sue Higgins
 - b. Overall, RIOTA funds are minimal (~\$500 once Adm. Assistant is paid)
 - c. 2006-2007 budget revenue = ~\$9,000; actual expenditures = ~\$9,400; \$1,000 "buffer" helped to avoid running in the red for the year
 - d. 2006-2007 spending included the following:
 - i. Administrative Assistant raise (\$400)
 - ii. General meetings (spent \$1,000 but only budgeted for \$400)
 - iii. Public relations (pens, t-shirts, phone)
 - iv. Website fees (\$30 over in upgrades)
 - v. ADOBE (\$135)
 - e. How do we increase budget?
 - i. Membership Drive
 1. Emphasis on community outreach (potential for CEUs) vs. legislative activities to increase memberships
 2. Initiate phone tree to remind members to join/renew & of upcoming events
 3. Recruit students (student letters, include membership form with fieldwork packets)
 - ii. Continue charging members for meetings
 - iii. Recruit sponsors for speakers
 - iv. Fundraise
 - v. Increase membership dues (\$5) next year
- II. Newsletter & Website / Advertising Policy (Rachel Vitello)
 - a. Advertising
 - i. Current system utilizes invoices which hinder communication amongst treasurer & website coordinator as well as time frame for posting ads.
 - ii. Pay Pal System

1. Plan to trial this system to streamline communication and speed up ad processing time
2. Potential to increase memberships due to online payment option
3. Receipts accompany transactions to help Jeanette keep track of memberships
4. Rachel & Becky will write up a policy & procedure
5. Jeanette & Sue will set up Pay Pal system
6. Selene Gemmell is a good contact re: Pay Pal set-up

b. Newsletter/Website

- i. Rachel will coordinate both the newsletter & website
- ii. 1 line job postings / event advertising
 1. member benefit
 2. (?) ability to secure benefit by utilizing member login code
 3. What is 1 line?
 - a. Under 75 characters – no cost
 - b. 75-200 characters - \$25
 - c. Over 200 = ¼ page = \$75
 4. Time limit
 - a. Will not go in newsletter
 - b. Rachel will monitor all ad timeframes
 - c. Having a secure member login will eliminate need for lag time on website
- iii. Rachel will add links on website for bylaws & minutes to eliminate large bodies of words on website. Rachel's contact info will be listed on website in case a member is unable to open links.
- iv. Mission statement will be on the 1st page of the website
- v. Please send Rachel scenic pictures of RI to add to website
- vi. (?) eventual RIOTA photo album of recent events, etc.
- vii. General membership speaker objectives will be sent to Rachel to post of website
- viii. The thermometer will be taken off website
- ix. Newsletter dates will remain the same. Rachel will adjust as needed.

III. RIOTA Mission Statement

On behalf of its members, the Rhode Island Occupational Therapy Association strives to represent, advance, and advocate for the profession and the practice of Occupational Therapy.

- IV. RIOTA Vision
 - a. Discussion tabled
 - b. Plan to develop a committee / work groups to develop

- V. 2007-2008 RIOTA Board Meetings
 - a. All board meetings will be begin @ 5:30pm (NEIT OT Lab)
 - b. September 10th, 2007
 - c. October 15th, 2007
 - d. November 5th, 2007
 - e. December 10th, 2007 (Annual RIOTA Holiday Party)
 - f. January 14th, 2008
 - g. February 11th, 2008
 - h. March 10th, 2008
 - i. April (?) (OT Month Party)
 - j. May 12th, 2008

- VI. Community Outreach / Membership Involvement
 - a. Modeled after AOTA's "Rebuilding Together"
 - b. Upcoming Events
 - i. "The Ready Approach" December 2nd-3rd @ Westin Hotel, Providence, RI
Great opportunity for RIOTA to volunteer
 - ii. Jimmie Fund Walk – Sharon Dunn
 - c. Advertisement of Volunteer Opportunities
 - i. Offer PDUs (5hrs = 1PDU)
 - 1. Need to create a position to monitor
 - ii. Add section to website/newsletter
 - 1. "Gossip" or "Volunteer Section" or "OTs in Action"
 - iii. Utilize phone tree to advertise
 - iv. Send 1 e-mail to alert members of new volunteer opportunities & refer them to website for more information. PDU credits to be mentioned in the e-mail as well. Rachel will monitor.
 - v. (?) utilizing Google group as a way to communicate volunteer opportunities to members interested

- vi. (?) design contest for new RIOTA logo. Winner receives 1 free year of membership. Beth Horne to research.
- d. Additional Volunteer Opportunities (Beth Horne)
 - i. Going forward, RIOTA needs to be careful about offering free services to clients. This potentially limits opportunities of those OTs who specialize in consultation, etc. and can bill for such services.
 - 1. Therapy Missions – Sue & Meghan
 - 2. Rebuilding Together – Natalie
 - 3. RI Special Olympics
 - 4. Shake a Leg
 - 5. First Swing
 - 6. Adult Day Cares – Lisa & Karen

VII. Fundraising Ideas

- a. Need to set up options for fundraising to increase RIOTA revenue
- b. Options for fundraising
 - i. T-shirts & Pens
 - 1. Already have, need to sell @ events
 - ii. Lollipops
 - iii. Bumper stickers or clings
 - iv. Discovery Toy Co. event
 - 1. will donate 20% of proceeds to RIOTA
 - 2. held during PEDS EI/OT in the schools meeting
 - v. New RIOTA T-shirt design competition
 - 1. help to increase visibility
 - 2. run info in newsletter – deadline 12/1/07
 - 3. winner receives 1 free year membership
 - 4. all potential competitors must mail/e-mail t-shirt design to RIOTA PO Box or e-mail to PR
 - vi. ID companies that can have fundraisers for us
 - 1. Lia Sophia
 - 2. Pampered Chef
 - 3. ID consultants and companies who would do fundraisers and donate % of sales to RIOTA
 - vii. PR campaign re: financial status of RIOTA
 - viii. Continue charging \$10 for meetings to increase revenue
 - 1. only receive certificates when fee paid
 - ix. Membership Incentives
 - 1. coupon for 1 free RIOTA meeting

2. Borders healthcare day
3. contact Therapro for a discount coupon
4. check out AC Moore discount

VIII. Strategic Plan

- a. Divide up into working groups to address goals
- b. Each group to review their designated goals / objectives and prep for October meeting
- c. Goal # 1 – Karen, Beth C, Becky, Gina
- d. Goal # 2 - Beth S, Ann, Lisa, Mark, Brian
- e. Goal # 3 – Natalie, Rachel, Selene, Meghan
- f. Goal # 4 – whole group
- g. Brian, Sue H., Trish need to be assigned a group)

IX. Job Descriptions

- a. Tabled except for Reimbursement Chair
- b. Reimbursement Chair
 - i. Monitoring position for reimbursement issues
 - ii. Acts as resource to members re: reimbursement issues.
Directs members to appropriate websites, list serves, etc.
 - iii. Works with RA & State Lobbyist (Tom Hanley)

Respectfully submitted,
Patricia McGee, MSOTR/L
RIOTA Secretary