

MINUTES OF THE VIRTUAL MEETING OF THE PCA/ACA GOVERNING BOARD 2/4/16

President Diane Calhoun-French called the meeting to order at 4:04 PM. Following a verbal roll call by Secretary Michael Marsden, it was determined that a quorum was present.

Voting Members Present: Roger Adams, Lynn Bartholome, Paul Booth, Bruce Drushel, Gary Edgerton, Diane Calhoun-French, Gary Hoppenstand, Michael Johnson, Michael Marsden, Sue Matheson, Carl Sederholm, Phil Simpson, James Von Schilling, and Elwood Watson.

Voting Members Absent: Cynthia Miller and Jay Nelson

Non-Voting Members Present: John Bratzel, Kathy Merlock Jackson, Ann Larabee, and Brendan Riley.

Non-Voting Members Absent: Joe Hancock and Peta Long.

Opening Remarks: President Diane Calhoun-French thanked everyone for participating in this virtual meeting and for all the good work they have done on behalf of the PCA/ACA. She then turned the meeting over to the Chair of the Governing Board, Gary Edgerton.

1. Chair Edgerton referenced the extensive agenda and thanked people for submitting written reports in advance which help facilitate the meeting. He then turned the meeting over to the Executive Director of Operations, Brendan Riley, for a discussion of the key items in his written report.

2. Brendan noted that 2014-2015 had been a good budget year. But he also noted that we will have a tighter budget this year given the fewer registrations for the national meeting in Seattle (2650 to date). He referenced the preliminary budget he had sent to all members of the Governing Board which does project a \$60,000 surplus. Discussion turned to funding the goals of the PCA/ACA Strategic Plan. It was decided that Brendan and Lynn Bartholome would develop a transparent process with clear procedures for the awarding of funds for various goals of the Strategic Plan and that they would be brought to the meeting of the Governing Board in Seattle. Once the procedures are adopted and funding identified, a virtual meeting could be scheduled in May to determine the awarding of specific funding. It was also agreed that the funding for the Strategic Plan should not be tied directly to conference finances.

3. It was duly moved and seconded that the Governing Board adopt the presented budget, with the understanding it would be modified following the conference in Seattle. The vote was 14 yes.

4. A discussion followed regarding the issue of refunds for conference registrations. After substantive discussion of the key issues, it was decided that the Executive Director for Operations could in extraordinary circumstances continue to use his discretion to refund conference registrations after the published deadline. But it was further decided that the burden of proof should reside with the petitioner, not the EDO, to document the reasons for such an extraordinary request.

5. Brendan Riley also reported on the new App that will be used for the Seattle conference program. He also reported that bids have been solicited from three different firms for the redesign of the web site

and that a recommendation regarding the awarding of the bid would be brought to the Governing Board in the near future.

6. President Diane Calhoun-French raised the issue of the appropriate venue for and type of invitation to the special reception for past Executive Directors, Michael Schoenecke and John Bratzel, It was decided that the reception would be held in the Presidential suite and would be an open event, with special invitations issued as well.

7. Chair Edgerton then directed the Governing Board to the written report from the Executive Director of Events. President Diane Calhoun-French reminded members that it had been decided that Roger Adams in his role as Vice President for Awards would chair the Speakers Committee for 2017 and that she would be appointing additional members. There was discussion about the importance of adhering to the recommendations of last year's Speakers Task Force, with their emphasis on awarding individual for outstanding contributions to popular culture, which were adopted by the Governing Board.

An additional item concerned the issue of being proactive instead of reactive with the media as we prepare for the Seattle conference. Two key matters received consensus: 1. that the Executive Director of Events prepare a press release with highlights of the conference, including special presentations, for both the traditional media and social media. 2. that the PCA/ACA set the initial agenda of the message, given that the media, traditional and social, have a habit of shaping things to meet their own agendas.

There was also some discussion about the best ways in which members of the Governing Board members could contribute to the conference. It was decided that President Diane Calhoun-French would arrange for a checklist of ways from which individual members of the Governing Board could select the way in which they think would be the best way they could serve the PCA/ACA and meet approximately four hour commitment.

8. A report was given by Vice President Roger Adams covering highlights of the detailed written report he had provided to members of the Governing Board in advance of the meeting regarding awards for the Seattle Conference.

9. A report was given by Vice President Bruce Drushel covering highlights of the detailed written report he had provided to members of the Governing Board in advance of the meeting regarding Area Chair issues.

10. Diane Calhoun-French provided essential background information regarding the issue of the proposed PCA/ACA name change. She reported on several recent conversations with the PCA/ACA attorney, Kevin Kinross. A. Our current legal name is the Popular Culture Association. B. The American Culture Association was, like the Popular Culture Association, registered in the state of Ohio. But its five year registration was not renewed. C. We can pay \$25.00 to reactive the American Culture Association and the Governing Board recommended that be done. D. One of the key issues yet to be determined is whether or not the American Culture Association ever had separate funds. E. It is possible that either one or both of these names could be filed as federal trademarks individually or as a combined name.

President Diane Calhoun-French will continue to work on the matter and expects continued discussion at the Seattle conference.

11. Verbal reports based on submitted written reports were received from Michael Johnson on Goal #3, from Sue Matheson on Goal #6, and from Diane Calhoun-French on Goal #1. Vice President Bruce Drushel had included comments on the Goal #2 in his earlier report on Area Chair matters.

12. Chair Edgerton requested agenda items for the Governing Board meeting in Seattle.

Following thank yous to members of the Governing Board from both Chair Gary Edgerton and President Diane Calhoun-French, the meeting was formally adjourned at 5:54 PM.

Respectfully submitted,

Michael T. Marsden

Secretary, PCA/ACA Governing Board