

MINUTES OF THE MEETING OF THE PCA/ACA GOVERNING BOARD

MARCH 22, 2016 IN SEATTLE, WASHINGTON

President Diane Calhoun-French called the meeting to order at 4:07 PM. Secretary Marsden called the roll, and it was duly determined that a quorum had been reached

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

**Voting Member Absent:** Cynthia Miller.

**Non-Voting Members Present:** John Bratzel, Joe Hancock, Kathy Merlock Jackson, Ann Larabee, Peta Long, and Brendan Riley.

**Opening Remarks:** President Diane Calhoun- French opened the meeting with a thank you to members of the Governing Board for their continuing good work on strategic planning and professional development for the organization. She noted that plans call for four meetings of the Governing Board in the year ahead – two virtual as well as the mid-year meeting in the fall and the annual meeting at the San Diego conference next spring. She then turned the meeting over to the Chair of the Governing Board, Gary Edgerton.

1. A report was received from the Executive Director of Operations, Brendan Riley, which covered a budget update, a preview of the positions open for election in 2017, the pros and cons of the current web app for the conference program, and a summary of the three RFPs received for the we redesign. He recommended that the contract be awarded to Communikitchen.
2. It was duly moved and seconded that a contract in the amount of \$30,000 (four phases of \$7500 each) be awarded to the firm of Communikitchen for the redesign of the PCA/ACA web site and a smooth interface with the conference program app. A roll call vote was taken. The vote was 15 yes.
3. A report was received from the Executive Director of Events, Joe Hancock, on the Seattle Conference. Among the issues discussed were the options for better press coverage, the need for a firm deadline for AV requests to help control costs, and a suggestion for the creation of a site selection committee as a standing committee of the Governing Board .
4. There was a discussion about the need to celebrate the 50th anniversary of the founding of the *Journal of Popular Culture* at the conference in San Diego. Ann Larabee will be in contact with the publisher, Wiley, about the matter.
5. Discussion continued from previous meetings about the need to provide some travel funds for winners of the major PCA/ACA awards.

6. It was duly moved and seconded that the Vice President for Awards be provided with up to \$10,000 for the 2017 conference to support travel for the winners of the major PCA/ACA Awards, with the understanding this support would be evaluated after this initial effort. A roll call vote was taken. The vote was 15 yes.

7. This successful motion was followed with a discussion about the need for a special PCA/ACA award logo to be used in conjunction with these major awards. President Diane Calhoun-French will be assigning a small task force to work on the matter.

8. Vice President for Area Chairs, Bruce Drushel, provided a report on Area Chair matters. He noted that the Area Chair system was running smoothly for this year's conference and that there were 16 new Area Chairs. He also announced his intention to call for a moratorium on new Area Chair appointments six months prior to the annual conference to allow for good planning. He also provided an update on the Area Chair evaluation process which is moving forward.

9. John Bratzel spoke to a proposal to establish a PCA Fellows Program for senior scholars/teachers in the organization. It is envisioned that there would be 30 or 40 such fellows. It was suggested that President Diane Calhoun-French appoint a subcommittee to develop guidelines for such a program and report back to the Governing Board at the mid-year meeting.

10. The question was raised about whether or not the PCA/ACA should take a stand on various public policy issues. It was duly noted that the PCA/ACA does not currently have a mechanism in place with clear criteria to make such determinations. It was further noted that at times the PCA/ACA perhaps should be making statements on issues central to the profession. Discussion did include an acknowledgement that the association would need to make sure it truly spoke for the organization on any such matters. In addition, the fiduciary responsibilities Board Members have to the organization as a whole would have to be kept in mind.

11. It was duly moved and seconded that a Task Force be established to determine how best to deal with public policy questions and to how to deal with the Indianapolis issue in particular. A roll call vote was taken. The vote was 15 yes.

12. Secretary Michael Marsden provided a brief report on the Research Workshop scheduled for May 21-27 at Bowling Green State University which is being co-sponsored by the PCA/ACA and BGSU.

13. President Diane Calhoun-French clarified that the current legal name of the organization is the Popular Culture Association, but that we also own the American Culture Association name and will continue to use it as a subset.

She also reported that 18 Members of the Governing Board had completed the evaluation of the Executive Directors and that she would be sharing the results with them shortly. She also indicated that a job description has been created for Jennifer Loeb and would be circulated in the near future.

She also noted that she, Phil Simpson and Gary Edgerton would be working as a subcommittee on the implementation of Article XVII of the Bylaws.

And finally, President Diane Calhoun-French asked for volunteers to serve on a subcommittee to consider needed any changes to the Bylaws. Sue Matheson, Phil Simpson volunteered, with a third person yet to be named.

14. It was decided that the mid-year meeting of the Governing Board would be held in conjunction with the Midwest PCA/ACA in Chicago October 6-9, 2016.

15. The Governing Board was reminded that a virtual meeting would be scheduled for June of 2016.

16. Brief reports were received on various goals for the PCA/ACA Strategic Plan.

17. The meeting was formally adjourned at 7:39 PM.

Respectfully submitted,

Michael T. Marsden

Secretary, Governing Board