

MINUTES OF THE MEETING OF THE PCA GOVERNING BOARD IN CHICAGO, ILLINOIS

OCTOBER 8, 2016

President Diane Calhoun-French called the meeting to order at 8:36 AM. Secretary Michael Marsden was asked to call the roll, and it was subsequently determined that a quorum had been reached.

Voting Members Present: Roger Adams, Lynn Bartholome, Bruce Drushel, Gary Edgerton, Diane Calhoun-French, Gary Hoppenstand, Michael Marsden, Sue Matheson, Cynthia Miler, Jay Nelson, and Elwood Watson.

Voting Members Absent: Sam Grogg, Michael Johnson, Carl Sederholm, and Phil Simpson.

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

Non-Voting Members Absent: John Bratzel

Opening Remarks: President Diane Calhoun-French thanked everyone for dedicating much of their Saturday to this mid-year meeting of the Governing Board and turned the meeting over to the Chair of the Governing Board, Gary Edgerton.

1. The Executive Director of Operations, Brendan Riley provided an overview of the budget, noting that the 2016 budget ended with a balance of \$82,000, \$42,000 of which was invested in the PCA Endowment. The latter amount is counted towards the required 5% annual distribution of the PCA Endowment. He indicated that he would be resuming the monthly budget updates.

a. Brendan also reported on a change in the manager of the PCA Endowment funds. The new Endowment fund manager is James Happ.

b. He also outlined the details and time frame for the 2017 elections. President Diane Calhoun-French announced that the Election Subcommittee would be chaired by Sue Matheson with members Michael Johnson and Carl Sederholm.

c. Brendan provided an update on the website redesign, beginning with the registration engine in 2017 and the front facing redesign and program app for 2018.

d. He also reported that he is developing a PCA Google calendar with both a public face and an internal administrative face.

e. Brendan reported on the results of the evaluation of the Conference Coordinator that he and Joe Hancock conducted and suggested there was a need for a salary adjustment.

2. It was duly moved and seconded that the hourly rate for the Conference Coordinator be raised to \$18 for 2017 and, pending satisfactory performance, to \$20 in 2018. Motion passed , 11 Yes, 0 No.

3. The Executive Director of Events, Joe Hancock, reported on plans to celebrate the 20th anniversary of the PCA Endowment and the 50th anniversary of the Journal of Popular Culture. Discussion turned to the possibility of using these celebrations for fundraising.

a. A suggestion was made to invite a fundraising expert to address the Governing Board at a future meeting.

b. Joe noted plans to honor Peter Rollins and Deborah Carmichael at the San Diego conference. It was noted that we need to honor other long time, late PCA members as well, including Chuck Ganzert.

c. Joe also reported on plans for media outreach in San Diego as well as plans to again have a photographer at the San Diego conference.

4. Roger Adams, in his role as Chair of the Speakers Subcommittee, was asked to provide a report on the identification of possible key speakers for the San Diego conference. He indicated that several names were under consideration for the Lynn Bartholome Award for Outstanding Scholar. He indicated several individuals had been suggested for the Ray and Pat Browne Award for Outstanding Contributions the Popular Arts.

a. Discussion focused on speakers' fees and on the purpose of having key speakers.

b. Roger noted the difficult work involved in identifying available speakers and determining costs without a targeted budget.

c. Discussion turned to the need to plan 18 months in advance of the national conference.

5. It was duly moved and seconded that the Speakers Subcommittee be provided with an annual budget of up to \$10,000 for speakers , with the understanding there could be approval by the Governing Board for special circumstances. 11 Yes, 0 No

6. Discussion turned to a report by the Executive Director, Joe Hancock, on existing and future hotel conference contracts. In attendance was Sheila Yarnell-Ruiz, a representative from Conference Direct with whom the PCA works to secure future conference sites . Joe provided a list of contracted sites through 2024, which was followed by a discussion of any signing benefits reverting to the PCA.

7. It was duly moved and seconded that the PCA accept the proposal from the Marriott in New Orleans to be the site for the 2025 conference. 11 Yes, 0 No

8. The Meeting of the PCA Governing Board in San Diego was set for Wednesday, April 12, 2017 beginning at 4:00 PM. Room location to be announced.

9. Bruce Drushel brought forward a proposal to publish a volume of the best 25 essays from each conference per a predetermined theme. The proposal calls for a peer reviewed volume of themed essays which would be chosen from each of the twenty-five area groups.

10. It was duly moved and seconded that the PCA Governing Board authorize Bruce Drushel to move forward on a plan to publish an annual volume of best papers from each annual conference. 11 Yes, 0 No

11. There was a discussion of a request from the Endowment Board Chair, John Bratzel, to fund a working breakfast meeting for members of the Endowment Board and special guest members prior to the formal meeting of the Endowment Board at the annual meeting.

12. It was duly moved and seconded that the PCA fund a working breakfast for Endowment Board members prior to their annual meeting of the Endowment Board. 10 Yes, 1 No

13. Discussion turned to the proposed updates of the bylaws of the Endowment Board in order to bring them into sync with the PCA bylaws. In the absence of John Bratzel, the issue was moved to the January 2017 virtual meeting of the Governing Board.

14. Discussion then turned to the proposed updates and refreshments to the PCA bylaws which were forwarded to the Governing Board by the Bylaws Subcommittee chaired by Phil Simpson and members Gary Edgerton and Bruce Drushel.

15. It was duly moved and seconded to adopt the proposed updates and refreshments of the PCA bylaws proposed by the subcommittee charged by the President with reviewing them. 10 Yes, 0 No

16 Discussion then turned to the implementation of Article XVII of the PCA bylaws. It was agreed that as wide of a net as possible needed to be cast to find the right person for this important role. The position description and the timeline for hiring the person will be discussed at the January virtual meeting of the Governing Board. It is anticipated that the position announcement will be available for distribution at the annual conference in San Diego. There was discussion about inviting institutions to bid for housing and supporting the Executive Director position. The consensus was that it was most important to identify the best person and allow the question any institutional support to be determined after the hiring of the Executive Director.

17. Bruce Drushel reported on area chairs issues. The area chairs have fielded 2400 paper proposals and the new system of submitting and receiving proposals seems to be going well. There were fewer problems this year. There are nine new area chairs this year and five new special topics areas which have generated a total of 70 proposals.

18. Michael Marsden reported on the Research Workshop which took place at Bowling Green State University from May 21-27, 2016. There were 21 participants in the workshop, a volunteer faculty of fifteen, and volunteer co-directors. He also provided a final budget which had a positive balance.

19. It was duly moved and seconded that the positive budget balance be carried forward for use as seed funds for the 2017 Research Workshop which is being planned. 10 Yes, 0 No, 1 Abstention

20. Discussion then turned to the matter of a ten year, \$25,000 (\$2,500 per year) commitment of the PCA to the Ray and Pat Browne Popular Culture Library at Bowling Green State University for the purchase of library materials, which is nearing fulfillment.

21. It was duly moved and seconded to continue to support the annual PCA gift to the Ray and Pat Browne Popular Culture Library at Bowling Green State University, to increase the annual amount to \$3,000 to be used for both conservation of materials and purchasing of new materials, and to review this gift each year before the annual meeting of the PCA Governing Board. 11 Yes, 0 No

22. Gary Hopenstand was asked to leave the room at this juncture.

23. It was duly moved and seconded to name this annual gift to the Ray and Pat Browne Popular Culture Library at Bowling Green State University the Gary Hoppenstand Gift. 10 Yes, 0 No

24. Written reports were received from Strategic Goal Four and Strategic Goal Six Teams.

25. President Diane Calhoun-French indicated that there would be a separate meeting of the Governing Board in San Diego to receive and discuss formal written reports from each of the Strategic Goal Teams. Michael Marsden agreed to moderate this special strategic planning update meeting.

Following thank yous from Governing Board Chair Gary Edgerton and President Diane Calhoun-French, the meeting was adjourned at 3:05 PM.

Respectfully submitted,

Michael Marsden, Secretary to the Governing Board of the PCA