



Minutes of the virtual Zoom meeting of the Governing Board of the Popular Culture Association, October 28, 2022, 2:00-4:00 PM Eastern Time (US and Canada).

Chair Colleen Karn and President Sue Matheson called the meeting to order at 2:05 pm; Secretary Beth Downey called the roll and confirmed the existence of a quorum.

Voting members present: Sue Matheson (President), Sherry Ginn (VP/President-Elect), Nicole Freim (VP Area Chairs), Tiffany Weaver (Treasurer), Debbie Phillips, Robin Reid, Colin Helb, Beth Downey (Secretary), Colleen Karn (Chair), David Moody, Jen Atkins, Peter Cullen Bryan, Brenda Boudreau (VP Awards)

Voting members absent: none

Non-voting members present: Melissa Vosen Callens (Digital Media Director), Lily Kunda (Graduate Representative), Carl Sederholm (JAC Editor), Phil Simpson (Endowment Chair), Gary Burns (Historian), Novotny Lawrence (JPC Editor), Kathy Merlock Jackson (Past President)

Non-voting members absent: none

Approval of 30 September 2022 Minutes (Colleen): Colleen moved to approve the minutes; Sherry seconded. Colleen calls the vote; Beth tallies. **Motion passes unanimously.**

Meeting Expectations (Sue and ME Team): Team introductions:

- Kristen Morgan, Association management (figuring out PCA, bills get paid, catch-all)
- Sabine Vante, Senior Conference Manager (lead logistics planner)
- Jamie Reed, Senior Association Manager...working under Kristen re: Membership, Wiley, customer service, event support
- Maria Handwork, Director of Accounting
- Beth Chitnis, Senior VP of Association Management Practice.

Meeting Expectations provided a slideshow with organizational charts and contact information.

Next was a spreadsheet, looking at past numbers and forecasting membership/registration. Drupal is showing the last six years of membership. Tracking *ahead* currently which is good, then we looked at membership types. Also looked at when (month) people tend to join/register. David asks to look at the 2021-22 comparison, why there is a \$100,000 difference between the two virtual conference incomes, when there was a similar number of attendees. Nicole and Beth D. both point out it may have been canceled registrations carried over to the next year. Kristen looked more to in-person registrations since they will reflect more accurately to another in-person conference rather than a virtual one. What registration type is lagging? The presenter-type—24% of presenters are registered, 71 presentations are pending approval. November seems to be the BIG registration month. Membership registration and conference registration both opened later this year which may also be a factor. Early bird ends January 2,



Presenter registration ends February 2, late attendee March 17. Other revenue line-items: exhibitors (book room and publishers, \$10,000), sponsorships (universities and companies where Meeting Expectations could step in). Colleen notes they charge \$5000 to get sponsorships; how much is that ROI? Beth C. says good ways to get non-dues revenue, work with the Governing Board to identify institutions that want to work with PCA and why. To create packages will take time, since PCA has not really done this before; these sponsorships can range from \$15,000-\$500,000 (higher end = much more established). They also wanted to be sure the Summer Institute had a line, as well as the Wiley contract and the loan from the Endowment.

Conference Expenses: Once the agenda is finalized in January we will see what actual prices are for Food/Beverage and Audio/Visual (current prices based on 2019 which will definitely change). \$335,544 is the current estimate (again, may change based on making room blocks, negotiating new prices, etc.).

Other expenses: All similar to past expenses, including tax prep, payroll for office, donation to Browne library, website hosting, Summer Institute, otherwise same line items we have had in the past. A lean budget, but they want transparency and detail moving forward. Yes, we are at a loss currently, but we can break even. Sabine: we need to fill 80% of the room blocks to avoid attrition (2,769 room nights). We need to also consider a contingency plan. Novotny points out Covid is NOT done with us, and Peter wonders if we could negotiate a lower room block (hotels HAVE included a force majeure re: Covid just in case).

President's Report (Sue): hectic month, membership and registrations are up, registrations are good with minimal glitches (Meeting Expectations on the ball with the fixes). Keynote speakers are scheduled, after two trips to Fargo our relationship with Chase Bank is great! We're up about 30%, but 20% behind 2019. Pullman, Womack, Brody are keynote speakers. Sue wants Lily and others to start thinking of the mixers and scheduling panels that are open to all, so we can rough draft the schedule. Gloria has been wonderful and will have a functional archive> Several presses will be joining us. There will also be raffles and auctions. Member mail is asking about online components, but we will not be doing that this year (hopefully for the future though!). Emails since the Code of Ethics in place have been cordial and respectful. Summer Institute at BGSU; week of June 19th (can support 22 students). Nancy Downs is retiring after the Summer Institute, and we will probably honor her then. Changes to the election are upcoming as well.

Financial Report (Sue): Colleen moved that we go into Executive Session; Beth D. seconded, and board approved. Board went into executive session at 3:17 pm. Colleen moved to exit the executive session at 3:25; Novotny seconded and board approved. No motions passed.

Browne Award (Sue): The budget doesn't seem to support it (all of our possibilities are above \$50,000), and Sue thinks we should skip it and refocus the Browne Award for Chicago in 2024. She adds we already have a great slate of speakers for San Antonio. **Sue moved to not give the Browne Award in 2023;** Novotny seconded. Colleen called the vote; Beth tallied and the motion **was approved unanimously.**



Endowment Financing Committee (Phil): Committee approved loan to PCA from Endowment of \$80,000 to cover operating costs to the end of year. Sue moved the governing board to accept the endowment committee's recommendation. David seconded. Colleen called for a roll call vote; Beth tallied and the **motion was approved 12-0** (one member temporarily non-present).

Diversity Speakers (Novotny): \$10,000 for Diversity Speakers (see list provided by Novotny). Instead of doing one, bring in three. Professor Adrien Sebros (University of Texas-Austin), Professor Dustin Tahmahkera (University of Oklahoma), and Professor Deni Chamberlain (Iowa State). Professor Ruben Quesada (Antioch University) would be great for Chicago in 2024. Novotny moved to accept the speakers; David seconded. Colleen called the vote; Beth tallied, and the **motion passed unanimously**.

Break called at 3:47 pm-returned at 3:55 pm.

Summer Institute (Sue): Some of this was covered in the President's Report, but Sue discussed a "Online Center of Excellence" institute with BGSU's Popular Culture Department, the Library, etc. with Nancy and they would like to approach the Dean about it, once the proposal is more gelled. This would include appointment of a director. Colin thinks it's a neat idea but is cautious; what is the outcome and the benefit of this new programming and institutions, before we solidify who we are *now*.

Office Update (Sue): Gloria's term as office assistant ends in December. She bills us at \$20/hour (vs. Meeting Expectations at \$135/hr.). Gloria will be handling money, such as deposits for the book room. Sue moved that Gloria Pizzana's title be changed to "Office Manager" to August 31, 2023 and give her a raise to \$25/hour. David seconded. Gloria is working 20 hours/week. Brenda asks what other duties Gloria will take on; Constant Contact, website, other work Meeting Expectations can give her that she'd like to work on. Sue assures Colin that he will be kept in loop re: RebelMouse updates. Gloria will revise the job description on Monday. Colleen called the vote; Beth tallied, and the **motion passed with 11 yeses, 1 abstention**.

VP Diversity and Inclusion (Sue): Rather than appointing a new VP, since the Diversity Committee has already done a lot of their work, Sue thinks we should wait for the general election which will be much earlier this year and give the membership the opportunity to support the democratic process. Will this person serve the rest of Novotny's term, or would this wipe out the year (since Novotny was elected last year before becoming the JPC editor)? The new VP term would either start over at 3 years with the election or be 2 (finishing Novotny's term). Colin thinks it doesn't look good to NOT have a VP of Diversity; Novotny agrees, he is fine with putting "Interim" next to his name just as an acting capacity. Elwood Watson ran against Novotny for the office, so we could offer it to them. Sue asked when the election would be; Sherry said after bylaws are revised, hopefully by December. Election may be in February or March. Novotny moved that we extend an invitation to Elwood Watson to serve the remainder of Novotny's term as VP of Diversity; David seconded. Board decided to table it temporarily pending CV/documents, followed by an online vote. Colleen will send out Elwood's CV on the Workspace and call for an online vote next week.



Bylaws (Sherry): 1) Corrections to the bylaws regarding the Executive Director, language in 4.2, “revising number of voting and non-voting members.” Sherry moved to accept the new language, Debbie seconded. **Motion passes 10-0.**

2) Accept language changes in 8.1, 10.1.2, 11.4, 12.5, 14.3, 15.3, 16.3, and 19.5, removing language referencing “Executive Director.” Sherry moved; Debbie seconded. **Motion passed 10-0.**

3) 5.8 Updates for qualifications for Governing Board members. Sherry moved, Debbie seconded. Question: would we accept experience from other organizations? Experience on other PCA committees, regionals is one thing, but outside academic organizations are still different. Are we trying to amp up our membership, or get more people actually involved in service to the organization? Right now, anyone that wants to run can run. BUT we want people running to know what will be involved so there’s not a learning curve. Language kept as is. **Motion passed 8-0.**

4) 10.2 Updates for Officers; similar language as 5.8. Sherry moved, Debbie seconded. **8-0 Motion passed.**

Report to Membership Regarding Search for and Hiring of Companies to Manage the Conference and the Website (Colleen): Colleen moved that we compile these into a package and place them on the website.

Beth moved that since we have run an hour over and have lost quorum, we postpone and handle the remainder of the meeting agenda at the next scheduled meeting; Colleen seconded. **Meeting ended at 5:10 pm.**

Humbly submitted,

Beth Downey, PCA Secretary