



Minutes of the virtual Zoom meeting of the Governing Board of the Popular Culture Association, December 2, 2022, 3:00-5:00 PM Eastern Time (US and Canada).

President Sue Matheson called the meeting to order at 3:00 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), Brenda Boudreau (VP Awards), Elwood Watson (VP Diversity and Inclusion), Jen Atkins, Peter Cullen Bryan, Colin Helb, David Moody, Beth Downey (Secretary), Colleen Karn (Chair), Tiffany Weaver (Treasurer)

Voting members absent: Debbie Phillips, Robin Reid

Non-voting members present: Kathy Merlock Jackson (Past President), Gary Burns (Historian), Carl Sederholm (JAC Editor), Novotny Lawrence (JPC Editor), Lily Kunda (Graduate Representative)

Non-voting members absent: Phil Simpson (Endowment Chair), Melissa Vosen Callens (Digital Media Director)

Approval of Agenda: Boudreau made a motion to approve the meeting agenda; Moody seconded. Downey confirmed approval by unanimous voice vote.

Approval of the October 28, 2022 Minutes: Downey asked for any other notes to the previous minutes, which had been distributed by email to the Board. Hearing none, Downey made a motion to approve the minutes; Boudreau seconded. Downey confirmed approval by unanimous voice vote. Downey mentioned there were other minutes from August and an emergency meeting in September that had yet to be approved; Matheson suggested they be sent to the Board for review and a vote be tabled to the next meeting.

Welcome to Elwood Watson, VP of Diversity, Outreach, and Inclusion: The Board welcomed the new VP as the outgoing VP, Lawrence, assumes new duties as the Editor of the *Journal of Popular Culture*. Watson appreciated the welcome and made remarks on how he envisions the future of diversity in PCA.

50th Birthday Celebrations (Gary Burns): Memorials - 18 PCA members have passed away since we did the memorial displays next to the registration desk, at the 2019 conference. Most of these memorials have been on the website for a while. It was the past executive director's intention to have those displays again for 2023. Another option would be a rotating video. Either way they will both be an additional cost, plus the weight of so many that have passed on. Downside of video is there would be no way to do a proper biographical blurb for each, since



they would rotate past before you could read it. Question to the Board; should we include all 18 of these memorials? Matheson will ask Meeting Expectations (ME) about what they can do, and the Board may revisit in January with a more firm plan. Other ideas include having displays in the book room, or “memory books” that members can write their own tributes in. Other discussion of events to commemorate Fifty Years of PCA included discussion of a “PCA Prom” with an 80s-90s theme, an opening reception in the book room with exhibitors, plenary sessions, and collecting oral histories.

RebelMouse Launch (Colin Helb): Progress being made, though a complication revealed itself; incoming abstracts being processed by the current site were interrupting the process of making updates to the new site. A hard launch was scheduled for the 12th of December. This would require four days of downtime, meaning we would have to shut down abstract submission from December 8-11. Helb showed the Board a beta version of the new site, looking cleaner with lots of great features. Karn was concerned about registration problems, and Matheson was concerned about both the possible downtime of four days causing a delay in submissions and the slow pace of submissions overall. This transitioned the conversation into another, but related topic; pushing back the submission deadline. Matheson wanted to set a “moving” deadline; she suggested that if PCA didn’t reach a certain number of registrants/approved abstracts by December 20th, PCA would automatically extend the deadline to around mid-January. Matheson believed this would still give Area Chairs until February 1 to get their agenda set. The conference, as of the meeting time, had approximately 540 registrations and 411 abstracts. Historically this number would double by mid-December and was the former Executive Director’s registration goal. Matheson’s target figure for abstracts was 1100. Ginn asked for a compromise date of January 2; Matheson suggested the 10th. Freim pointed out she may have to tell area chairs that if they didn’t make their panels, she would have to organize the panels for them instead. Moody added that he wasn’t getting the numbers he normally does for his areas, and some areas had none. Downey asked for a reminder of how much the hotel penalty was if PCA didn’t make the minimum; Matheson said it's \$400K. Board agreed to extend the abstract deadline to January 10 *if* the goal of 1100 submissions was not reached by December 20.

Election Update (Sherry Ginn): The Elections Committee received ten total nominations; three for VP/President-Elect, and seven for Trustee. The Election Committee would meet the following week to finalize the slate.



Bylaws (Ginn): The following bylaw revisions were sent to the Board prior to the meeting so that they could review them before voting:

5.8. (Qualifications for Board Members revised to five years of PCA membership)

7.2.2. (Contingencies for election in case conference is postponed/canceled)

9.3. (Elections committee will put forward two candidates for VP/President-Elect)

10.1.1. (Describes duties of VP for Awards)

10.1.2. (Describes duties of VP for Programming and Area Chairs)

10.1.3. (Describes duties of VP for Diversity, Outreach, and Inclusion)

10.2. (Qualifications for VPs revised to five years of PCA membership)

12.1. (Describes the Digital Media Director position)

12.5. (Revised general duties of the Digital Media Director)

14.1. (Appointment and Term of Office for Treasurer)

15.1. (Appointment and Term of Office for Secretary)

16.1. (Appointment and Term of Office for Board Chair)

17.2. (Duties of Past President)

Appendix 2 (Terms and Definitions; "Member" and "Leadership of the PCA")

Ginn made the motion, "BIRT the following changes be accepted," and Helb seconded.

Discussion ensued, mainly for clarification. It was brought up that 9.3 could be too narrowly defined as "only" two candidates. Downey offered a friendly amendment to add the words "at least" to allow for more than two qualified candidates and the amendment was accepted.

Matheson called for a roll call vote. Downey counted the votes, including proxy votes from Reid and Phillips. **Motion passed, 12-Yes, 1-Abstain.**

A separate vote was held for revision of the Endowment Bylaws approved by the Endowment Committee:

4.2.4. (Naming Ex-Officio members of the Endowment Board)

5.3. (Quorum Requirements and Definitions)

7.2. (Duties of the Director)

Ginn made the motion to accept all three revisions in one vote and Downey seconded. A friendly amendment was put forward to change errant phrasing of "Board" to "Committee" for consistency and it was accepted. Matheson called for a roll call vote. Downey counted the votes, including proxy votes from Reid and Phillips. **Motion passed, 12-Yes, 1-Abstain.**

Reports and Conference Updates:

- *VP of Awards (Brenda Boudreau):* The literary award committees received a robust number of entries. However, there were not as many entries for the Kathy Merlock



Jackson Dissertation Award. Another call would be put out for that award along with the new bell hooks Award.

- *VP of Area Chairs (Nicole Freim)*: Freim was concerned that some subject areas had not received any abstracts, and others only had one or two, and needed more to create panels. Discussion ensued re: Area Chairs duties and responsibilities to promoting CFPs and organizing panels promptly; additions to the bylaws explicitly addressing such may be a solution.
- *VP of Diversity, Outreach, and Inclusion (Elwood Watson)*: Watson will be meeting with previous VP Lawrence to catch up on current and future projects.
- *VP Elect (Sherry Ginn)*: Ginn moved to enter executive session to discuss a confidential ethical issue; Karn seconded. Board entered the session at 4:30 and exited at 4:48.
- *President (Sue Matheson)*: PCA secured commitments from several presses to attend and fill the book room at the conference, including McFarland, University Press of Mississippi, Intellect, Wiley, University of Oklahoma Press, Adam Matthew, etc. Registrations for the conference were slow but Matheson was hopeful they would go up as semesters ended.
 - Working closely with Wiley, they increased their annual contribution to us by a thousand, to *\$13,000 a year*. Our new contract makes our partnership much stronger and gives PCA more power. We are the only association that can nominate our own editors; those editors will be paid by Wiley. The address for the journals will be the PCA Office at Bowling Green State University. They wish to renew Carl Sederholm's contract as Journal of American Culture Editor, but final approval requires the Board's vote. Matheson called for a roll call vote. Downey counted the votes. **Motion passed unanimously.**

Next Meeting: Matheson asked for dates for the next Zoom meeting for the Board. After a short discussion, the next meeting was scheduled for **Friday, February 3, 2023, from 3:00 to 5:00 pm.**

Adjournment: Downey moved to adjourn the meeting; Karn seconded. **Meeting adjourned at 4:55 pm.**

Humbly submitted,

Beth Downey
PCA Secretary