

MINUTES OF THE GOVERNING BOARD MEETING OF THE POPULAR CULTURE ASSOCIATION IN INDIANAPOLIS, INDIANA ON TUESDAY, MARCH 27, 2018.

President Phil Simpson called the meeting to order at 6:00 PM. Secretary Carl Sederholm did a roll call of members and verified that a quorum had been attained.

**Voting Members Present:** Roger Adams, Lynn Bartholome, Bruce Drushel, Gary Edgerton, Gary Hoppenstand, Kathy Merlock Jackson, Michael Johnson, Novotny Lawrence, Sue Matheson, Jay Nelson, Carl Sederholm, Philip Simpson

**Voting Members Absent:** Sam Grogg, Cynthia Miller

**Non-Voting Members Present:** Gary Burns, Esther Clinton, Diane Calhoun-French, Joe Hancock, Ann Larabee, Jennifer Loeb, Peta Long, Mike Marsden, Brendan Riley

**Non-Voting Members Absent:** None

**Opening Remarks:** President Phil Simpson welcomed everyone and thanked them for their work on behalf of the Popular Culture Association. President Simpson acknowledged Lynn Bartholome in her new capacity as the Executive Director. He is looking forward to working with Lynn and with the newly elected members of the Governing Board. Simpson then outlined some goals for the upcoming year, including his plan to set up a standing committee for working on the bylaws. He would also like to improve the regular operations of the organization, including working toward greater professionalization. He then turned the meeting over to the Governing Board Chair, Gary Edgerton, for an overview of the agenda.

1. Brendan Riley began his report by expressing gratitude for the opportunity to serve as Executive Director for operations. He next provided an overview of the 2018 budget. Some of the key elements impacting our budget at this time include the Executive Director Search, bringing in a keynote speaker for the national conference, and the reduced attendance at the conference. It was noted that the lower conference attendance may be due to funding problems or because of the location of this year's conference. Brendan also noted that revenue from Wiley supporting *The Journal of Popular Culture* and *The Journal of American Culture* is going up.

Brendan next turned to the status of the Web Development Project and the overall quality of the website. The Governing Board raised questions about the current web developer and what direction things should take over the next few years. The topic then turned back to the PCA website and its particular strengths and weaknesses.

Brendan then gave an overview of the 2018 elections. The election ran relatively smoothly. The results were as follows: The new VP for Area Chairs and Programming is David Silverman; the new VP for Awards is Sue Matheson; and the new Governing Board Members At Large are Brenda Boudreau, Ashley Donnelly, Elizabeth Downey, and Helen Lewis. The Governing Board expressed appreciation for Roger Adams and Bruce Drushel for their service as VP for Awards and VP for Area Chairs and Planning respectively. The Governing Board also thanked Jay Nelson and Carl Sederholm for their service as Governing Board Members At Large.

Brendan concluded that he and Lynn Bartholome are working on a draft of the policy and procedures manual for the organization. They hope to have this draft completed by May 1, 2018.

Lynn Bartholome then announced to the Governing Board that she is stepping down from her position as an Governing Board Member At Large and as Governing Board Treasurer by the end of the conference. As per the by-laws, President Phillip Simpson will appoint a temporary replacement until the next election scheduled for 2019.

Phil Simpson summarized the discussion so far and proposed forming two committees to follow up on things, one to identify potential new revenue streams for the organization and another to look even more closely at the website.

2. Joe Hancock, Executive Director for Events next provided an update on events for the 2018 national conference. He noted that the organization has always made the room block for the conference and that the Governing Board should be pleased with this result. He then provided a number of suggestions for streamlining expenses for upcoming conferences. The discussion turned to specific conference events and the need for Governing Board members to participate in events, especially in special events. The topic next shifted to the awards ceremony and the question was raised as to whether or not the eminent scholar awardee should speak on a separate panel or at the awards ceremony itself. Joe Hancock then provided some additional information about ways to streamline the planning process for guest speakers, including working with a good speaker's bureau and having enough time for careful planning. The discussion then turned to best practices for planning future conferences and holding an informal orientation for new At-Large Governing Board members. The topic then turned to scheduling special events and the need to have the President approve proposed special events. There was general agreement that scheduling special events needs to be done more efficiently and that communication about such events needs to be clear. Philip Simpson indicated that he is planning to create a graduate student committee for the organization.

3. Roger Adams next gave a report on the 2018 awards. He would like to have the Governing Board consider bringing on a PR assistant to help promote the awards and the award winners. He indicated that there are 18 recipients of awards for this year and 11 of the awardees will be in attendance. He also noted that recipients are especially grateful for the \$500 travel award. Adams then provided an overview of the ways the publishing industry is fluctuating and how that might impact awards. Discussion then turned to the status of the Harry Shaw Award and making it part of the larger awards ceremony.

It was duly moved and seconded that the Harry Shaw Award be renamed the Harry Shaw and Katrina Hazard-Donald Award and that the award be given as part of the conference awards ceremony and that Katrina Hazard-Donald be provided a travel grant for next year's conference in Washington, D. C.

Vote: 12 Yes, 0 No

Adams then expressed appreciation for the hard work that went in to creating the John Leo and Dana Heller award for best scholarship in LGBTQ Studies.

Adams suggested that the Governing Board consider making the VP for Awards a 4-year / one-term position or consider some way of having a new person come into the VP for Awards position after having a year of mentoring. He also expressed appreciation to the Governing Board for its support over the last 4 years of his service.

4. Bruce Drushel gave a report on the current status of area chairs. Two new areas—Beer Culture and the History of Popular Culture Studies—are now up and running. There has also been some normal shuffling of the areas, including renaming of some areas and the shutting down of others. As of this conference, there are 13 new area chairs and 15 who are stepping down. There will also be memorials at the area chair meeting for three area chairs who have passed away since the last conference.

Bruce Drushel next offered a proposal for an area feedback survey. This would be helpful to know what presenters in various areas really think about how things are going. This survey will be used as feedback to help area chairs.

It was duly moved and seconded that the Governing Board adopt the area feedback survey and plan for its distribution next year.

Vote: 12 Yes, 0 No

Bruce Drushel expressed appreciation to the Governing Board for its support during his term as VP for Area Chairs and Programming.

5. Mike Marsden gave a presentation on the PCA Endowment Committee Activities, including comments on travel and research grants awarded. Marsden mentioned that he wants to recognize those who review the grant applications because of the tremendous amount of work that goes into the review process. Marsden also updated the Governing Board on the plan to switch to Chase JP Morgan to manage the account. The Endowment Committee provides a great deal of grants to help promote scholarship in the organization. Marsden also discussed the importance of gifts, including asking individuals to consider giving to the Endowment as part of their estate planning. David Feldman has agreed to serve another three-year term on the Endowment Board. Bruce Drushel has also been asked to serve on the Endowment Board to fill an open position.

6. Lynn Bartholome gave the Governing Board an update on multiple activities, including conference planning for the 2019 Washington, D. C. Conference. She is proposing that April Ryan, a journalist and an analyst for CNN, provide the keynote address in 2019. There was also discussion about bringing Doug Jones (*The Shape of Water*) to the conference. Jones has indicated an interest in presenting in the past and there was general agreement that the Governing Board should reach out to him again.

It was duly moved and seconded that the Governing Board invite April Ryan to be the keynote speaker for the 2019 conference in Washington, D. C. Expenses relative to April Ryan's proposed visit should not exceed \$18,000.

Vote: 12 Yes, 0 No

It was duly moved and seconded that the Governing Board invite Doug Jones to come and speak at the Washington, D. C. Conference as well. Expenses relative to Doug Jones's visit should not exceed \$7500.

Vote: 12 Yes, 0 No

It was duly moved and seconded that Susan Koppelman receive the Bartholome Eminent Scholar award for the 2019 conference in Washington, D. C.

Vote: 12 Yes, 0 No

Discussion then turned to conference activities for the Washington, D. C. Conference. The Governing Board also considered having the President appoint someone to work with the Smithsonian to establish a summer institute for 2019. The Governing Board also addressed the need to plan a 50th anniversary activity in 3 years. It was generally agreed that the Governing Board will return to this topic at the next mid-year meeting.

Bartholome then provided updates on planning the 2018 Bowling Green Summer Research Institute and on the 2017-18 acquisitions for the BGSU Popular Culture Library. She also indicated that the *PCA Second Generation* book is still in progress.

Discussion turned to the topic of the mid-year meeting and when to schedule it.

7. Philip Simpson discussed some general PCA matters, beginning with a discussion about some potential scheduling issues for the 2026 conference in Atlanta, GA.

8. Jay Nelson gave a brief review of proposed actions to increase mentoring at the national conference. It was suggested that the Governing Board consider mentoring opportunities for new members of the Board to help them understand their responsibilities as quickly as possible. It was generally agreed that such mentoring would help new Governing Board members understand what they are expected to do more effectively. It was also suggested that the Governing Board create further mentoring opportunities by developing a Leadership Institute, perhaps based on the model used by the Southwest PCA.

9. Peta Long offered some comments about the importance of working with graduate students.

Meeting adjourned at 11:00 PM.