

MID-YEAR MEETING OF THE PCA GOVERNING BOARD IN  
INDIANAPOLIS, INDIANA ON OCTOBER 6, 2018

The Meeting was called to order at 8:40 AM (EST).

A roll call of voting and non-voting members was called by Acting Secretary, Michael Marsden.

**Voting Members Present:** Brenda Boudreau, Ashley Donnelly, Beth Downey, Gary Edgerton, Gary Hoppenstand, Kathy Merlock Jackson, Novotny Lawrence, Helen Lewis, Sue Matheson, Dave Silverman, and Phil Simpson.

**Voting Members Absent:** Sam Grogg, Michael Johnson, and Cynthia Miller.

**Non-Voting Members Present:** Lynn Bartholome, Gary Burns, Colleen Karn, Ann Larabee, and Michael Marsden.

**Non-Voting members Absent:** Diane Calhoun-French and Carl Sederholm.

**Guests:** Esther Clinton and Sheila Yarnell.

1. President Phil Simpson opened the meeting with a greeting and proceeded to welcome and introduce new members of the Governing Board: Brenda Boudreau, Ashley Donnelly, Beth Downey, Helen Lewis, and Colleen Karn (Graduate Student Representative). Each new member, in turn, provided some background information about themselves.

2. President Simpson then turned the meeting over to the Governing Board Chair, Gary Edgerton, who proceeded to review the detailed agenda for the day.

3. Sheila Yarnell with Conference Direct was introduced and a discussion of potential future conference sites beyond 2026 (Atlanta) ensued. Governing Board members were instructed to forward suggestions for future conference sites to Executive Director, Lynn Bartholome. She in turn would prepare options for future discussion by the Governing Board.

4. President Simpson provided a review of the current standing, ad hoc, and temporary committees within the purview of the Governing Board. He reminded Board members of the requirement to have all committees and their memberships, whatever their status, to be properly vetted by the Governing Board.

5. Executive Director Lynn Bartholome provided an overview of the organization's financial status. She began by reading a summary of key issues provided by former Executive Director of Operations, Brendan Riley, and led a discussion of the financial reports which had been circulated in advance of the meeting. She discussed the new office arrangements with Bowling Green State University and the need for some new equipment and supplies.

6.Executive Director Bartholome also provided an update on the Washington, D.C. conference next April. The time and place for the annual meeting of the Governing Board at the national conference has been set for Tuesday, April 16<sup>th</sup> from 5:30 to 10:00 PM (with dinner provided at the beginning) in Madison A of the hotel. She also reported on plans to host a silent auction at the Washinton conference to support the PCA Endowment.

7.Discussion turned to the 2019 election process. Executive Director Bartholome provided a proposed timetable as well as a list of the positions which will be open:

Vice President/President Elect

Vice President of Diversity

Trustee at Large (2 )

President Simpson announced that he would be establishing both a nominating committee and an election verification committee and asked for volunteers from among members of the Governing Board.

8.Discussion then turned to the state of the PCA website. It was generally agreed that the current web site is overdeveloped and not user- friendly. The Executive Director is looking for a new firm to redesign the web site appropriately.

9.It was noted by several Board members that an enhanced focus is needed on mentoring/professional development/leadership training for PCA members.

10.It was duly moved and seconded that President Simpson establish an ad hoc committee to develop an appropriate structure to accomplish these important goals of mentoring/professional development/leadership for the PCA. 11 Yes, 0 No

11.President Simpson issued a call for names to serve on this newly established ad hoc committee.

12.Sue Matheson, Vice President for Awards, reviewed a mid-year report, which had been previously circulated, regarding the work done to date on the PCA Awards. Discussion followed on many of the details.It was suggested that there was a need to establish an award for the best dissertation each year in Popular Culture Studies. It was also suggested that the Peter C. Rollins Award be renamed the Peter C. and Susan W. Rollins Award,, to recognize the important contributions Susan as well as Peter had made to the area of documentary film.

13.It was duly moved and seconded that henceforth the Peter C. Rollins Award become the Peter C. And Susan W. Rollins Award. 11 Yes, 0 No

14.It was duly moved and seconded that a new award be established beginning in 2020 for the best dissertation in Popular Culture Studies with the degree conferred during the previous calendar year. 11 Yes, 0 No

15. The Governing Board began a discussion of possibilities for featured Browne and Bartholome speakers for 2020.

16. Dave Silverman, Vice President for Area Chairs, provided an update on some key issues regarding Area Chairs:

A. There is a continuing concern regarding software which is not allowing Area Chairs to do their work.

B. There is a need to set earlier dates, with a limited window, for creating new areas.

C. The Board asked that a study be conducted to potentially consolidate some areas.

D. There is a need to find a way to encourage return attendees, especially graduate students.

E. There is a need to develop a funding process for area chairs to bring in speakers and create special events. (The Board agreed and requested a proposal for such a fund and a process for administering it.)

17. Michael Marsden, Director of the PCA Endowment, presented an overview of the state of the Endowment. It was noted that PCA members can check off a box on their registration form if they wish to donate to the Endowment. Director Marsden indicated he was preparing a communication to all PCA members about the Endowment and that there would be an information session at the national meeting about the Endowment. He encouraged all members of the Governing Board to contribute to the Endowment according to their ability. Other suggestions for growing the Endowment were put forth by Board members.

18. Gary Burns, PCA Historian, provided a report on the PCA's Oral History Project. It was discussed if the Board should invite Jeff Charnley to continue to do video interviews at the national conference this year and into the future, as long as he is willing to do so. Gary Burns indicated seven interviews are envisioned for Washington, D.C.

19. It was duly moved and seconded that Jeff Charnley be invited to continue doing video interviews for the next three years, with an expectation of seven or so interviews per year. 11 Yes, 0 No

20. The Board asked PCA Historian Gary Burns to prepare memorials for any members who have passed since the last national conference for display in Washington, D.C.

21. Discussion turned to the need for better coordination of social media on behalf of the PCA. Colleen Karn and Beth Downey agreed to work on various aspects of enhancing PCA's presence on social media. It was suggested and endorsed that for the 2019 national conference there would be a competition for best photos by members from the conference for posting. The Governing Board recommended that the PCA not hire a professional photographer for the 2019 conference to save on the cost.

22. Discussion turned to Wiley Publishing and the PCA's two journals:

- A. Ann Larabee reported on the state of the *Journal of Popular Culture*. She announced that she had agreed to serve another five-year term as Editor of JPC. She also reported that JPC's impact rating had risen from .08 to 1.83.
- B. Gary Edgerton reported on behalf of Carl Sederholm on the state of *the Journal of American Culture*. It was noted that there are several special issues in the works .
- C. Discussion followed regarding the need to improve communications with the appropriate individuals at Wiley given the retirement of Margaret Zusky. The Governing Board developed a multi-step plan, with an initial conference call between key individuals from both the PCA and Wiley, to create a better working relationship than has been the case in the last few years.

23. President Phil Simpson provided his report to the Governing Board:

- A. There is a need to establish a conference security plan; he has a small committee working on the issue.
- B. He reported on the completion of a license agreement with Bowling Green State University , which involved, among other issues, insurance matters, for the establishment of office facilities there for the Executive Director.
- C. He reported that while there has been major movement forward on the PCA's mentorship initiative under Dave Feldman, there is a need to identify new leadership .
- D. He also noted the need to standardize meetings of the Governing Board going forward.
- E. He addressed the need to establish an appropriate evaluation process for the Executive Director and indicated that the Governing Board would need to review potential evaluation forms.

24. It was duly moved and seconded that henceforth there will be standardized annual, virtual, and mid-year meetings each year, as well as a special Strategic Planning Meeting every two years. 11 Yes, 0 No

25. Discussion turned to the possibility of an international conference in Japan which was introduced by Sue Matheson. The matter was referred to the International Committee.

26. Discussion then turned to a review of the 2018 Summer Research Institute at Bowling Green State University and plans for the 2019 Summer Research Institute. A stipend for the Director was discussed.

27. It was duly moved and seconded that the PCA provide the Director of the 2019 Summer Research Institute at Bowling Green State University, Lynn Bartholome, a stipend of \$1500. 11 yes, 0 No.

The meeting of the Governing Board was adjourned at 5:14 PM (EST).

Respectfully submitted,

Michael T. Marsden

Acting Secretary

