



Minutes of the virtual Zoom meeting of the Governing Board of the Popular Culture Association, September 30, 2022, 5:00-7:00 PM Eastern Time (US and Canada).

Chair Colleen Karn and President Sue Matheson called the meeting to order at 5:00 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), Tiffany Weaver (Treasurer), Debbie Phillips, Robin Reid, Colin Helb, Beth Downey (Secretary), Colleen Karn (Chair)

Voting members absent: David Moody, Jen Atkins, Peter Cullen Bryan

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

Non-voting members absent: Gary Burns (Historian), Novotny Lawrence (JPC Editor)

President's Report (Sue): September has been busy! See her President's report. Meanwhile a member is asking for confidential information, harassing members. Sue thinks Board response is warranted. Sue will draft a neutral but still firm letter.

Financial report (Tiffany): Colleen motioned for the meeting to go into executive session; Beth seconded. In the session **Sue motioned for a vote, Tiffany seconded. Motion passes 9-0.** Exited executive session at 5:34 pm.

Rebel Mouse (Colin): shared mockup of new site, mainly home page and simplifying menu bars. Will have a permanent "Become a Member" link, plus search and login prominent. Working on taxonomy, other pages. RebelMouse and Meeting Expectations are playing well together and working on ideas for data use, including integrating "Member Clicks" platform and working on the two sides of the site; CMS (public site) and AMS (back-end membership). RebelMouse on schedule to launch new site in mid-November.

Google Workspace (Colin): emails are live, we can use our @pcaaca.org email addresses. Utilize as much or little, but we will eventually need a policy on grandfathering officers in and out of system. Meeting Expectations and RebelMouse both want to integrate reports into our Workspace so we don't have to constantly retrieve reports. Sue says Meeting Expectations is concerned about Constant Contact, whether we would keep or not. We will possibly keep just through an end date but switch to Mail Chimp or RebelMouse's messaging system. Can set up email preferences/like an RSS feed or daily digest that would bring them back to the website. Sue thinks we could phase out Constant Contact sometime in winter. Since we were already talking about **Constant Contact, we moved Colleen's agenda item** here. Most people are opening Constant Contact newsletters and we can see what people are



clicking on. Current schedule to send out every Monday around noon highlighting a different area. Don't want to oversaturate. Really great response to the call for volunteers for the awards committees!

Cost of an Online/Hybrid Conference Component (Sue): Add on to financials - \$172,250 would be the cost of a hybrid, IN ADDITION TO the in-person, basically *doubling* the cost. Nicole asks is there a smaller option, like doing one day, that would cost less, where members could still present without worrying about travel? Sue does not see a way. Nicole notes this would restrict those members from being able to attend the rest of the conference. Some people NEED virtual, and we need to figure out integration; it is now an equity/disability issue. If we can't this year we can't, but we HAVE to move toward this, maybe for Chicago. Colleen says Meeting Expectations could work with us on this for 2024. Sue doesn't see a good ROI, especially if there is a loss. Tiffany did the walkthrough with Meeting Expectations, and they said more people are looking forward to in-person than they had anticipated, and she doesn't see a good ROI either on virtual addition. Robin says hybrid options are never the full conference experience, either full in person or full virtual. We could pilot a one-day totally virtual mini-conference. Lynn in the past said we couldn't with the staff we had, but maybe Meeting Expectation can handle it? Melissa concerned with messaging of no virtual, makes disabled/immunocompromised community unwelcome, and this needs to be addressed. Sue says we used to do an international conference in the summer; maybe international virtual conferencing in the future? Colleen says we could focus on inclusivity for that conference. **Colleen moved that PCA explore a fully online international conference in the summer, Robin seconded, motion passed unanimously by voice vote.** Nicole, Robin, Melissa and Colleen will meet with Meeting Expectations about the possibility and have more information before a formal announcement to Area Chairs re: face-to-face vs. virtual.

Endowment travel grants (Phil): We will have travel grants for the first time in the past two years (not hardship waivers), since the pandemic cancellations. The PCA used to have \$90,000 in grants, Chase/JPMorgan financial advisor recommended we reduce the total to \$80,000 in light of the market performance. Better to reduce the number of awards rather than reduce the *amount* in each grant. We want this to actually help pay for *travel*. **Phil moved that the Governing Board approve these allocations; Sherry seconded.** Colleen asked why are the graduate student amounts less? They are the neediest but unfortunately also less likely to return to the conference. Colleen also asks will we give preference to California scholars who cannot get state travel funds to Texas (and other restricted states)? We could encourage people from those states to apply, since lack of funding IS an issue. **Colleen called the vote; Beth tallied. Motion passed 9-0.**

6:16 pm: back to order after a break

Code of Conduct with Consequences and Ethics Committee (Sherry): Sherry says we've had two months to look over the document. We updated the Code in June, but shortly after we were asked why we didn't have codified consequences? This update was drafted by the committee of Jen, Robin, Sherry, and either Nicole or Brenda. They looked at what other organizations did. They decided on unacceptable behaviors, went into detail (including financial malfeasance and misrepresenting membership/rank),



then they looked into what they could actually *do* as a consequence. Can be anything from not being allowed to run for election/appointment as an Area Chair, Trustee, or Officer, to revocation of membership (short-term or permanently), expulsion from conference, expulsion from social media platforms especially in cases of online harassment, etc. A violator's employer, association, or college could be notified. Breaking of actual laws can result in arrest. Keep in mind this is a *policy*, not under bylaws. Sherry's committee also wants to create an Ethics Committee, modeled after Lily's wording for her Graduate Student Committee. Ethics Committee membership should be made up of both Governing Board members *and* general membership. We don't need to vote on the Ethics Committee today, but we should move forward on this Code. **Sherry moved that we accept the code *with* consequences, to be posted on the PCA website and implemented immediately; Robin seconded.** Sue had a couple of friendly amendments; one) that you cannot be employed (in addition to can't run for chair, office, etc.), and two) to add and clarify language that "harassment" is not necessarily attached to protected class; that any "harassment, demeaning, humiliating, or intimidating others" is unacceptable. Sherry and Robin accept the amendments. Debbie asks to add "bullying" and the board agrees. Colleen calls the vote; Beth tallies. **Motions passes 9-0.**

Bylaws (Sherry):

- Bylaws Committee moved to approve Article 4.6 to correct list of Ex-officio members of the Governing Board: "the seven non-voting ex-officio members of the Governing Board shall include the Past President, PCA Endowment Committee Chair, PCA Historian, PCA Digital Media Director, JAC Editor, JPC Editor, and the PCA Graduate Representative." Beth seconded. **8 yes, 1 abstained, motion passed.**
- Bylaws Committee moved to delete Article 20: Executive Director. Since the PCA will no longer have an Executive Director the article is now irrelevant. Articles 21 and 22 will be renumbered accordingly. Beth seconded. **Motion passes 9-0.**
- Other bylaws will need to be changed and will be taken care of at mid-year meeting, including those related to executive director, and proposal to change qualifications for trustee and officer candidates (5.8 and 10.2)

Report to Membership Regarding Search for and Hiring of Companies to Manage the Conference and the Website (Colleen): Colleen would like to put up a quick report on our website to be transparent about the selection process, that we did everything above board and by the book. Board members volunteered to help write it up. Carl thinks we should have it be "unsigned"; Colleen says it will simply be signed by "The Board." Colleen moved to do the report; Robin seconded. **Motion passed 9-0.**

2023 National Conference – Texas Speakers (Robin): Talking about getting speakers for the Special Topics such as the Borderlands and Reproductive Justice Areas. Robin wondered if we could offer limited free tickets to local educators (K-12, adjuncts, etc.) for those speakers otherwise not attending the full conference, and possibly a small honorarium? Sue asks if Robin could draw up a list and see how many featured speakers we should have. We could single out these evening speakers for publicity purposes. Nicole says this is something the San Antonio Committee and Meeting Expectations can work



on. Robin moved that we consider setting up an “evening pass” for special programming events aimed to Texas educators and local people.” Nicole seconded. Featured speakers are usually selected after the abstracts are submitted and approved and the schedule is started. There may not be a special “Borderlands” topic, but other areas are planning borderland papers/panels. Colleen redirected to the motion on the floor. Sue offered a friendly amendment that we offer 70 passes; Robin is fine with that. Colleen called the vote. **Motion passed 8-0.**

Room sharing (Lily): asked about quads, those generally are 2 queens, assume each bed shared by two. Doubt the Marriott has roll-aways. There was no resolution to help graduate students with the cost of the rooms. Lily not sure how to proceed. Clarified that there will be 20 grants of \$500 each for graduate students. Sue is thinking that next year we may do a graduate student fee. Sue also wants to look into sponsorships for grad students. Robin thinks we should also consider undergraduates, other “steps” for recent graduates, etc. Sherry says Meeting Expectations wanted to see all our conference contracts through 2029; they might have ability to get us sponsorships, room blocks for students, etc.

Walk through (Tiffany): we *could* do a blood drive, that would be okay. Will get back to us on Marriott gun policy. All session rooms on one floor and easy to get to (one has a nice indoor-outdoor veranda).

Mid-year Meeting (Colleen): scheduled the meeting for October 28, 2022.

Colleen called the meeting adjourned at 7:08 pm.

Humbly submitted,

Beth Downey, PCA Secretary