

UPAA Board of Directors Meeting

Monday June 17, 2019

Grand Valley State University

Allendale, MI

Call to Order. 8:38 am

In attendance are Glenn Carpenter, Ken Bennet, Susan McSpadden, Jeff Gage, Amanda Pitts, Jay Ferchaud and Nick Romanenko. Mark Carriveau is absent while running set up of APC.

Vote to appoint Nick Secretary Pro tem. Passes unanimously.

Review and Acceptance of 2018 Mid-Year Meeting, Grand Valley State University

Glenn calls for motion to approve 2018 meeting minutes. Jay makes motion, Nick seconds, all in favor

Committee Reports

Web Site

Glenn Carpenter, Ken Bennett

Ken says working well, with some minor complaints . Lots of behind the scene stuff (mostly Glenn dealing with).It's been a process.

Some issues with multiple charges for APC and Pub checkout (Jay, Jay Downs, Ken, Donny, etc.). Working well are categories and scheduling for MIC.

Glenn starts a "fix list" for website

Receipt issue- can't load data

Shopping cart – adding items, wrong quantities

Clock issues – MIC times and dates can be wrong

Sales Force – NO WAY

Our company wants to change our Drupal configuration. Brought proposal to install “Sales Force”, good for large marketing entities. Freakin costs around \$70 to \$110 K. We laughed at them. Our current CRM system is an “able organizer”, which Graphicacy folks say they have very few people qualified to work on. So easier for them to go with the expensive option. Oiy.

So we are kinda stuck with the current “so so” option, or need to look elsewhere, which will entail probably having to completely redo our site/code with a new company. Looking at \$ 20 to \$50K. End of Drupal 7 and Drupal 8 will both be on Nov. 22, 2021. Drupal 9 on the way.

Glenn says we need to budget and set aside money every year to make this transition. Nick points out we will need to raise dues to cover this, and this proposal should be done at this General Business Meeting. Ken suggests \$ 100 now and looking down a few years to raise to \$ 125 per year.

Much discussion about actual amount to raise to. Glenn said, ‘I don’t want to be two years down the line and say oh we should have charges more”. Nick emphasizes that gradual raises will cause less duress for membership and any issues they may have with tight departments questioning large increases. Also points out rising slightly the fees we charge for symposiums can also bring in some surplus funds. We have been running a surplus as it is for most of our symposiums and this has been the source of most of our saved funds.

Discussion on how we run the vote – voice vote at General Business Meeting or running online to include non-symposium attendees.

Board decides to see how this proposal goes in front to membership at GBM, with option of \$99 or \$129. **Make agenda item for GBM**

Monthly Image Competition

Jay Ferchaud

Jay discuss reorganization at his work that has taken a lot of his attention, and missing Mid-Year due to budget issues. We are still at 300 to 350 entries per month in MIC. A few fires needed to be put out (ie. Eric Bronson)

Rules

Categories- still have folks wanting a 3rd Sports category

Time Clock on MIC Contest Page- currently set for Central Time, but still have members trying to log in and enter late on deadline

Brian (ThinkTank) would send a huge box out of items (hodgepodge) for winners, a bit difficult to sort out for winners, and ship stuff out, along with shipping costs. Discussion about whether we need to issue Jay a credit card for this purpose.

Student MIC – FB is dead for student critiques according to Glenn. What he is hearing is folks complaining about Personal Vision getting clogged with student regular university related entries. Ken points out UPAA is set up to service full time university photographers and not freelancers, etc. And that the hodgepodge of entries makes PV a terrible category to enter. It becomes not useful for the Full time members and geared to Associate and Student members.

We will propose a “category to be named later” to include a new category to cover university/pro work done by non-Full members. Ken’s wording for this is:

APC/MIC changes

Rewrite Personal Vision - only full members, only unpaid personal work, no points, no BIS

New category for student/associate members: must be shot in service of university, any type of photo, no points, no BIS

Glenn would like to possibly see a separate cumulative score for the MIC at large.

Contact Sheet/Blog

Matt Cashore -Written report

Blog is “killing it” according to Glenn. CS now an annual publication. Matt is getting President’s award this year to recognize his great work. Matt wants to see less gear related stuff and more member oriented features.

Jeff suggests branding our online blog Photo Bytes, Nick really likes that too. Board decides that works well and to keep CS and blog separate in branding for now.

Also discuss inactivity of UPAA Instagram account, which was created by a member (Caroline Klinkmueller) and then went by the wayside when they left their university job.

Matt wants to know if we should mention work at Mid-Year Meeting as a Mailchimp notification or a Blog article. Board wants to go in the Blog direction, with a possible link via email too.

Member Surveys

Nick Romanenko

Nick reports that we continue to utilize SurveyMonkey for our annual Salary, Symposium surveys and also voting for By-Law changes, Multimedia Competition and Board Appreciation award voting. Nick remarks that even though he successfully emailed and Facebooked links for the Symposium Survey with a week of it ending last year, we only had 54 (about 50%) responses from attendees.

Highlights include 130 responses for Salary Survey. Nick points some notes like almost 50% of respondents have 5 years or less experience on their current jobs, 50% are required to shoot some video and almost 60% hold a degree in photography. Some new questions added this year include union membership and 3rd category for gender. Will see about integrating a regional question as some members have asked for that filter.

Membership

Jeff Gage

Number of new members in the past twelve months 90 new members, 35 since January. Website says 350 "active", so almost 1/3 is new. 63 male, 27 female. High percentage of former newspaper photogs joining, reflecting changes in the industry. Lost 10 members in last year, some to retirement or work changes.

Change in Captcha and subject line in email and results. Jeff discusses some of the little things he does with getting new members through the online process. Questions about time frame (2 years) for inactive membership and then renewals, etc and how that works with our online system.

Concerns with membership

Non active (paid) members in the UPA Facebook group. Is 2 years enough of a cushion for deleting folks from the FB page. We need to make an announcement about starting to weed out non paying folks from the page. Possible July 1st timing on announcement.

Incorporation & Insurance

Glenn Carpenter

Working out well. Slight panic on insurance payments, but having records saved the day and we were instantly reinstated. Bernadine points we have a vulnerability (750K) with equipment being sent and stored at GVSU. Needed to get a "hold harmless statement" from our vendors. Didn't have time to get all vendors to sign on. A rider for our insurance would be about \$4.3K. Going forward we need to address this in our policies. Cover catastrophic losses like fire/tornado, etc. Right now we have no signed contracts with our sponsors, and not charging them. Glenn sending email to Molly, our insurance agent, about incorporating this coverage into our policy. Nick says this should be included as a fixed cost of symposiums going forward.

Symposium Sites Update

Glenn Carpenter & Jay Ferchaud

Future Sites

2020 Utah Valley State Jay Drowns and BYU (unofficial host too) contract with Provo Marriott (brand new hotel in town), complimentary parking, rate of \$ 139/night S,M,Tu, then staying at Bonneville Flats area for W, Th, F. Some discussion about sponsors and two locations. We will work it out.

2021 University of Georgia Nancy Evelyn – UGA is all IN! Working around Methodist convention in June of that year.

UGA team (led by Nancy) speaks to board later in the afternoon. Go over choosing (and connecting/paying) for speakers, general budgeting, how much video to incorporate into programming, etc.

2022 Moraine Valley Glenn Carpenter

2023 We should go west

Corporate Relations

Amanda Pitts

We have a few more sponsors this year, so things are great but also a bit crazy. Close to 20 people that are sponsors attending this symposium, We added H&H, Wescott, Panasonic, Lumix, Sigma and F-Stop this year.

Photo-Evo and HSS productions also want to come later this week.

Amanda suggests having sponsors register officially for symposiums going forward, as she always sees last minute additions in June as a pattern for the last few years. Ken would like them to be registered (and paid) as Associate membership. Nick points out having a “corporate membership” would require a By-Law change. Much discussion about any and what fees to charge attending sponsors to cover costs (like food) for the week.

We need to set up an official agreement (with a hold blameless provision) that covers everyone, with a small vendor fee.

Communications Chair

Susan McSpadden

Susan says she had a bit of a learning curve as a new member of the board. Balancing act of how much information is too much and what membership wants. For example we have 7 communications that would go out in May. According to Mailchimp our average open rate was 35%. Top open rate was 70% for Salary Survey. We have 386 contacts on our list, with Jeff helping to update.

Susan would like to see more participation by the membership. Newer members not using Facebook as older generations, so we need to adjust our social platforms.

Discussion on spam issues with Mailchimp and filters. Less issues with emails getting through that are plain design, as opposed with more imagery attached/embedded.

Constitution & By-Laws

Nick Romanenko

Renamed Distinguished Service Award to Chris Hughes Distinguished Service Award and added By-Law (via online meeting) to allow on-line voting during General Business Meeting for board positions.

Susan has SurveyMonkey set up for the voting. Will send nomination email and Facebook post tomorrow. Will allow online voting 8 am to 3 pm on Friday.

Member Concerns

Mark Carriveau

More video inclusion is mentioned.

Quarterly multimedia competition. Board agrees we don't have the numbers to justify this competition.

Membership Drive- Jaren Wilkey. He suggests current members drive for new members to UPAA. Get them before August end, so they can get started into the MIC cycle. Possible prize for member bringing in the most new sign ons. Make this provisional membership free but temporary, hopefully they renew (and pay) in Dec/Jan. Jeff thinks we may have a "sweet spot" for number of members and more would cause problems like too many MIC entries to wade through, hotel accommodations at symposiums, etc. Ken and Nick point out we already make this sort of extra time free when new members sign on, pay and get extended into following year.

Print Competition

Mark Carriveau

Entries down from last year (with new fee), one problem with Photo Essay registered online but no matching print found. Total number of entries about 170.

POY changes and move to digital APC. Another lively discussion ensues. Ken has a lot to say about the POY being decided early and relevance of the APC. Will be discussed at Mid-Year.

Mark suggests we put a question in a survey about making APC all digital.

Publications Competition

Glenn Carpenter

Laura couldn't make it, but GVSU design team will be judging this year. Glenn has spoken with team and conveyed to them our emphasis on how well the photography is used is primary criteria to base scores on. We have normal amount of 53 submissions this year.

2019 Symposium Update

Amanda Pitts and company

A bit of a glitch with how many sponsor tables were put out by GVSU facilities people.

Assigning board members to travel with speakers- Wine bar for Nick ;).

2020 Symposium Preview

Jay Drowns

Jay gives an oral report during late board lunch (delivered sandwiches) describing some of the venues for shoot out, APC, travel between campuses and airport. Working well with Jaren Wilkey from BYU. Issue of sponsors and gear discussed. Possible hospitality room being big enough to also include some vendor tables and clean & check. Glenn asks Jay to find out the best way to pay for food, etc. as we go along, and to work with Amanda on planning.

Officer Reports**Secretary**

Mark Carriveau

Mark wants members to check into their UPAA web account to be ready for APC voting tomorrow.

Vice President

Ken Bennett

Nothing to report

President

Glenn Carpenter

Thanks to Amanda and her team.

Treasurer

Nick Romanenko

Gives report for 2018 12 mo and 2019 6mo P&L, along with proposed budget for 2020 that includes dues increase to \$99 and then redone for \$129. We will propose \$129 for Full membership at the General Business Meeting

Additional Items for Discussion

Cost of Sponsors attendance

Amanda Pitts

Board Elections

Discuss logistics for online voting

2019 Nick Romanenko, Jay Ferchaud will not be seeking reelection

2020 Glenn Carpenter, Amanda Pitts

2021 Ken Bennet, Jeff Gage

2022 Mark Carriveau Susan McSpadden

Special Awards

FUPPA

Chris Hughes Distinguished Service

Rollin H. Barrett

Lifetime Membership

Master of the Profession

Board Appreciation Award

2019 Board Midyear Meeting

Utah Site Visit (Amanda, Glenn or Ken) and.....

Mississippi Board Meeting or possibly cover Jay's expenses to Utah. Will mull and decide on later. Pick up discussion and board recognizes that two locations (if we do MS Mid-Year and site visit) will be more expensive and complications for main site visit members making two trips.

Proposed weekend of Nov. 1,2019 is proposed