

UPAA Board of Directors Midyear Meeting
Sunday, October 23, 2021
University of Georgia
Athens, Georgia

Members present. Glenn Carpenter, Moraine Valley Community College, Ken Bennett, Wake Forest University, Mark Carriveau, Elgin Community College, Amanda Pitts, Grand Valley University, Jeff Gage, University of Florida, Susan McSpadden, Johnson County Community College. Cydney Scott, Boston University, Nick Romanenko, Rutgers University, attending virtually. Board members elect, Lyndsie Schlink, Illinois State University and Jason Halley, California State University, Chico were also in attendance

Glenn called the meeting to order at 9:19 am

Treasury Report - Nick Romanenko

The financial state of UPAA is good. Nick stated that we made money from the virtual symposium, \$2,774.63. Nick also stated that with the current financial situation he is comfortable with spending \$40-\$50k on the website upgrade. Considering the pandemic we are in good enough financial shape to support this expenditure. Nick also gave kudos to Amanda for securing speakers funded by our corporate partners which improved our bottom line.

Member Surveys - Nick Romanenko

We did the following surveys this past year, Board Elections, Salary, Multimedia Judging, Social Media and MIC, and Symposium. We are spending \$384 a year on Survey Monkey and it is well worth the price.

Member Concerns - Mark Carriveau

Matt Cashore, Notre Dame university is asking for help with *The Contact Sheet* and blog. Lyndsie said she would like to help. We will also ask the membership to see if anyone else is interested. Matt also had a concern about non- full members voting in the MIC. This raised more questions from the board. Ken will talk to Matt to get more information about his concerns so we can come to a better solution.

Cydney recommended that we change the name of the Multimedia Competition to be more video friendly. The board agrees. We also talked about if we should charge for entries and should we also offer a monthly or quarterly option. We will all ask videographers at our schools and ask the UGA video team what they think. Based on the feedback we get, the board is willing to rewrite the rules and have them finalized by the end of the year.

MIC Report - Glenn Carpenter

All is well with the MIC. He also mentioned that there will be a future UPAA live event that will feature interviews with past MIC winners on how they approach the competition on a monthly basis. Jaren would also like a board member to talk about the rules.

Contact Sheet - Matt Cashore (written)

Matt stated that he was happy with the current issue of *The Contact Sheet*. Everything in the magazine was original content and nothing was recycled from previous blog posts. Matt's goals for 2022 include getting *The Contact Sheet* out by 9/1/22. He is also looking to have a blog post every 2 weeks.

Amanda pointed out that there were some quality control issues with the magazine. Glenn will talk with the printer and see if we will need to look into a different direction for printing of future issues of *The Contact Sheet*.

Amanda also stated that the GVSU faculty member that polled UPAA members about overuse injuries, would like to publish her findings in *The Contact Sheet*. Glenn suggested that we table this discussion until the next board meeting.

Election of Officers

Mark made a motion that we vote to keep the current slate of officers except for vice-president (Ken Bennett's term ends 12/31/21) for 2022., Ken seconded the motion. Motion passes 7-0

Ken made a motion to elect Cydney vice president. Jeff seconded. Motion passed 7-0

2022 Officers

Glenn Carpenter - President
Cydney Scott - Vice President
Nick Romanenko - Treasurer
Mark Carriveau - Secretary

2022 Committee Appointments

Lyndsie Schlink - Membership Chair
Jason Halley - Website Chair

Website - Ken and Glenn

Discussed pros and cons of keeping the website cost effective. Cydney stated that the competition module gives our organization legitimacy to our bosses. We also discussed the problems of paying by check on the website. Our web systems work better without having a pay by check option. We will look into not offering this as an option in the next upgrade. Glenn proposed that we use North Studio to perform the website upgrade with a budget of \$40,000 but tell them \$30,000.

Future Symposium Sites

Notre Dame - 2023
UVU/BYU - 2024
California State University - Chico - 2025

Membership Report - Jeff Gage

Week of the symposium 412 members
Since then 314 current members

In the year 2021, so far we added 59 new members

31 full members 16 student members

10 associate members

2 life members

New members Male-38 female -21

25 renewals since the facebook purge

Lyndsie will take over as membership chair in January

Awards - Mark Carriveau

Mark is currently looking at other vendors for other less expensive options.

Corporate Relations - Amanda Pitts

Amanda shared that we have some corporate paid speakers already lined up for the symposium. Eli Reed from Sony, Bobbi Lane from Fujifilm, and Ami Vitale from Nikon, with more to follow. Amanda will be talking to Roberts soon about what they will be doing for the symposium. Amanda also asked if we should charge our corporate partners for the symposium. The board agreed that we would not. We will investigate the costs of adding a membership category for corporate partners so they can register for the symposium. This will help with organizing and planning.

Communications - Susan McSpadden

Susan says that she has been using MailChimp to get information out to members. Some members do not receive the info because it goes to their spam folders. Susan suggested an app that would send info to members' cell phones. The app would cost \$25 a month. The board asked Susan to get more information of pricing, plan options, and alternate apps.

60th Anniversary

Talk of a virtual happy hour to help celebrate. An announcement will be made soon.

Symposium Update

The board met with Andy Tucker and the rest of the UGA team. Andy says that they are working on a theme. Possibly "recompose". Planning is going well. Andy shared a tentative program for the symposium but there are still holes to fill. Since we will be hosting university videographers this year, we might have to cap the amount of attendees this year. Andy asked about the budget. The board instructed him to keep the symposium fee under \$500. UGA is also looking to add a big name video speaker. The board looked at the venues that will be used for the symposium. The board is happy with the work that UGA has done so far.

Motion to adjourn the meeting made by Jeff, Cydney seconded.

Meeting adjourned at 5:02pm