

UPAA Board of Directors Meeting  
Monday June 20, 2022  
University of Georgia  
Athens, GA

In attendance are Glenn Carpenter, Susan McSpadden, Amanda Pitts, Nick Romanenko, Lyndsie Schlink, Jason Hailey, Cydney Scott via zoom and Mark Carriveau recording.

Call to order at 9:24am.

**Review and acceptance of minutes** from 2021 mid year meeting. Mark makes a motion to accept the minutes, Susan seconds, Board approves minutes 8-0.

**Website** - Reviewed site redesign estimate from North Studio which came in at 64 grand. Waiting on an estimate from American Eagle. We should have it in a few weeks but we expect it to be about the same as North Studio. Once all estimates are reviewed, We don't anticipate a problem with approval since membership approved the dues increase to pay for the web redesign.

Glenn suggests that we purchase UPAA email accounts for the president, treasurer, corporate relations chair, communications chair, and membership chair at the cost of \$288 per year. Jason makes a motion to accept this expenditure and Cydney seconds. Motion passes 8-0

We have kept the old version of our website running for a while now. We now have a current history document that eliminates the need to keep this website going. Nick makes a motion to shut down the old website and Susan seconds, motion carries 8-0

**Member Surveys** - Member surveys have been going well. Nick is very happy with the amount of participation we have had. Mark was asked to write a blog article on how our surveys have helped him own his own campus.

**Membership** - 303 full members, 48 associate, 45 student, 12 video, 6 retired, 14 life memberships. We also added 70 new members this year.

Group membership was discussed briefly. We decided to table this discussion until the website redesign is done and then come up with a plan and costs.

With all the last minute cancellations coming in, Jason makes a motion not to accept any more cancellations after 12 Noon today. Nick seconds. Motion carries 8-0

The board also decided that we need to establish a refund policy. The policy will be dictated by the signed contracts we have related to the symposium. We will no longer be issuing full refunds when it gets close to the symposium.

**Corporate Relations** - We are still feeling the effects of the pandemic as we lost some sponsors because of it. Some of our contacts have lost their jobs and we no longer have contacts with some companies. John Scott from Roberts has been a big help with establishing new contacts. We are still doing very well with corporate paid speakers. This symposium is heavy on sponsor attendance. It's getting a lot more expensive to cover all these meals. Amanda makes a motion that we start charging corporate sponsors \$150 per person to cover our costs. Nick seconds. Motion carries 8-0

**Communications** - Susan said that mailchimp has been working well as a communication tool.

**Symposium Update** - Andy says everything is moving forward and the UGA staff is ready to go.

**MIC** - Jay says all is good.

**Bylaws** - Nick states we still have them.

**Contact Sheet/Blog** - Matt Cashore joined us in person and provided us some stats. Articles not published on Thursdays have fewer clicks. Bigger bump to click rate when the blog article is linked on Facebook over instagram. Matt would love to make the blog searchable and have more ideas from people. 18% increase in blog traffic for blog posts. Matt's goals for the future is to have a diversity of authors and more content from the board. He would also like to approach other blogs and other organizations and share content.

**Member Concerns** - Mark shared member concerns that he has received. The first was a member asking the board to have a better onboarding process for new members that explains all the benefits of being a member. Lyndsie is in the process of updating the new member welcome letter with this information and is also including all of our social media links.

Another issue was for the MIC and APC competitions. Is there a way to randomize the images? This way your images are not displayed first to last on when they were entered. With a randomizer the images will display in a different order for each voter. The board will with the developer to see what the options are and if it is cost effective.

Another concern was the amount of entries in the MIC. This member would like to see the competition go back to 6 entries per month. The board decided that it is too soon to make this change. We need more time to gather data. The board will also put out a survey to see if this is a problem. The change to 4 entries was instituted to reduce voting burnout which was also a member concern last year. Because of the up tick in membership this year, the amount of entries during the month did not change but the amount of people entering did.

The last concern was from a member that wanted to bring back the print competition. The board decided that we would not do this. There was a lot of member input to make this change so we are comfortable that this is the right decision.

### **Officer Reports**

**Secretary Report** - Mark states there was a supply chain issue with the awards this year. As of now the awards are still not here but are due into Georgia no later than Thursday. Mark also states that the new UPAA store is up and running and few purchases have already been made. One of the purchases was made by the board of directors for stickers and swag giveaways for members.

**President Report** - Glenn talked about symposium costs. If we can't keep costs below \$500 we might need to go to 4 days. Glenn also talked about establishing a student photographer of the year award. Jason made a motion that we establish a student POY to include a trophy and a \$250 prize. Motion carries 8-0

Tabled Treasury report for Thursday.

### **Board elections**

2022 - Susan is not running. Mark and Derrick Eckenroth are.

2023 - Nick will not be running, Cydney will.

2024 - Glenn will not be running - Amada will.

2025 - Lyndsie and Jason.

Board agreed that the symposium hashtag will be #UPAA2022

Cydney makes a motion to adjourn the meeting and reconvene on Thursday 6/23. Jason seconds. Meeting adjourned at 2:53 pm

Meeting reconvenes on 6/23 at 3:10 pm

**Treasury Report** - We all looked over Nick's financial statements. All looks good. Nick also announces that our assets are fully cash right now. We currently do not have any CD's or other investments at this time. We will continue to keep all of our assets fully liquid until we go through the website redesign.

We never officially adjourned the meeting. Can I get a motion to adjourn