

**Society for Photographic Education  
Minutes of Annual Board of Directors Meeting  
Houston, TX  
March 2-4, 2020**

**Monday, March 2, 2020**

**6:00 p.m.**

In attendance: Liz Allen (presiding board chair), Micah Cash, Lauren Greenwald (vice chair), Andrew Hershberger, Scott Hilton, Deborah Hollis, Joe Lavine, Mark Malloy, Anne Massoni, Rebecca Nolan (secretary), Libby Rowe, Millee Tibbs.

Travel delays: Liz Claffey, Kelli Connell, Tomiko Jones, Ariel Shanberg (treasurer)

6:20 p.m. meeting called to order (Liz Allen)

6-7

Board Orientation

- Mission/Vision/Values

6:35 Kelli Connell joins the meeting

- Role of today's board member - operational board
- Three basic roles of the board
- Three legal obligations to the board
- Code of Conduct and Anti-Harassment Policy

Anne charges Lauren Greenwald to start the process of editing and revising the current Code of Conduct and Anti-Harassment Policy.

7:10 Tomiko Jones joins the meeting

- Transition
- The past year
- Envisioning/Re-envisioning SPE

Proposals for discussion about our target audiences being educators and professionals.  
Proposals for bi-annual conferences.

- Future Strategic Planning Session
- Groundwork for Future Strategic Plan

Meeting Adjourned 9:30 p.m.

Rebecca Nolan  
Board secretary

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**Tuesday, March 3, 2020  
9:00 a.m.**

In attendance: Liz Allen (presiding board chair), Micah Cash, Liz Claffey, Kelli Connell, Lauren Greenwald (vice chair), Andrew Hershberger, Scott Hilton, Deborah Hollis, Tomiko Jones, Joe Lavine, Mark Malloy, Anne Massoni, Rebecca Nolan (secretary), Libby Rowe, Millee Tibbs.

Regrets: Ariel Shanberg (treasurer)

Planning chapter meeting representation.

Deborah self-charges she will work with CCP (U of Arizona) to see what digital archives are held there for SPE as an organization.

Discussion of Robert Rules

9:28 meeting called to order

9-10

Beginning 2020 Business

- Future of Conferences
- 2021 Conference (Liz Claffey and Rebecca Nolan)

Discussion

- 2022
- Future sites and funding models
- Size/Scale of operation

Discussion

10:30 Coronavirus

Discussion

Anne makes a motion: that we revise our cancellation policy for the 2020 annual conference to provide refund to those who can document medical conditions that restrict them from travel regarding the Coronavirus.

Andrew seconds.

Discussion

Anne makes a friendly amendment: this will be handled on a case by case basis related the Coronavirus.

Discussion

Rebecca calls the question:

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Cash		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
	Hollis	
Jones		
	Lavine	
	Malloy	
Massoni		
Nolan		
		Rowe
Tibbs		

Motion is approved 11 yes, 3 no, 1 abstain.

11:45-1 Lunch

1:20

Discussion of defining who we are.

3:30-6:00

Board Committee Breakout Sessions

- Consider the Future Strategic Plan
- Reminder of Committee responsibilities (PPM)

6:00-7:00 Dinner with staff

7:00-9:30

Continuing 2020 Business

- Industry and Education Forum (Anne and Joe)

Discussion

Charge for Andrew and Mark to be note takers at the Industry and Education Forum and Deborah will help to summarize data collected in producing the “post-it note” discussion during the meeting.

- Planning Members Meeting

Discussion

Scott makes a motion: I move that we amend the section 317 of the PPM to eliminate the clause reading “retroactive fees will be collected on business between April 2017-Dec. 2019 at a rate of 5%.”

Anne friendly amendment: And any policies that exist referring to the clause stated above.

Seconded: Joe

Discussion

Tomiko friendly amendment about the misspellings in section 317 in the PPM.

Joe calls the question

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
Allen		
Cash		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hollis		
Jones		
Lavine		
Malloy		
Massoni		
Nolan		
Rowe		
Tibbs		

Motion is unanimously approved

9:30

Unfinished Business

- Executive Director/Future position(s)/staff (20 min)
- Fundraising Initiative(s)/Streams (40 min)
- Marketing & Communications Plan (Micah, Joe, Tomiko) (40 min)
- Define the role of the Development Committee (40 min)
- Conference models: continued discussion (40 min)

Meeting Adjourned 9:35 p.m.

Rebecca Nolan  
Board secretary

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**Wednesday, March 4, 2020**  
**9:00 a.m.**

In attendance: Liz Allen (presiding board chair), Micah Cash, Liz Claffey, Kelli Connell, Lauren Greenwald (vice chair), Andrew Hershberger, Scott Hilton, Deborah Hollis, Tomiko Jones, Joe Lavine, Mark Malloy, Anne Massoni, Rebecca Nolan (secretary), Libby Rowe, Millee Tibbs.

Regrets: Ariel Shanberg (treasurer)

Committee Reports (5 min each)

Unfinished Business

- Executive Director/Future position(s)/staff (20 min)

Anne charges the forming of an ad-hoc committee to assess staffing needs with the EC being in charge of creating the committee.

Charge to the staff to assess their job descriptions in relation to what is in writing and express future aspirations and shifts in their responsibilities and this will be communicated to the EC and committee by April ..., 2020.

Potential Committee makeup: Micah (finance committee), Joe (development committee), Lauren (EC), Anne (EC).

- Marketing & Communications, *Exposure* future Plan (Micah, Joe, Tomiko) (40 min)
  - *Exposure*: (Scott and Lauren)

Discussion

We charge the communications committee to review the bylaws to create additional ad-hoc or sub committees to determine how to move forward with *Exposure* and communications committee responsibilities. This may include ACC committee members and caucus committee member makeup.

- Marketing and Communications plan (Micah, Joe, Tomiko)
  - breakout session Thursday morning meetings.

- Fundraising Initiative(s)/Streams (40 min)
  - Moving forward possibly: Raffle tickets to become inclusive again to chapter and caucus leadership being involved with selling.
- Define the role of the Development Committee (40 min)

We charge that Joe act as the board member liaison to industry. Joe and Micah will collect the data needed to create a prospectus for the Denver conference and the future of SPE deliverable by the end of April.

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Charge for Nina to research: In order to best serve our industry sponsors and exhibitors, the Development Committee is requesting information to best help us understand trends over the past five years and thus request the below information. Please understand that it is beneficial to obtain as much information as possible, which we can disseminate down. Please provide a five-year breakdown of the following information including industry/company name and dollar information.

- Sponsorship Levels: Gold and Silver
- Exhibitor: Double Booth, Single Booth, Table Top
- Sponsor & Exhibitor Opportunities
  - Exclusive Sponsorship Opportunities
  - Premier Opportunities
  - Exhibitor Marketing Opportunities
- Additional Marketing Opportunities
  - Advertising Opportunities
  - And any other industry paid items

12-1 Lunch

1-3:30 Continuing BoD 2020 Business

- Mission/Vision/Values
- Conference models: continued discussion (40 min)
  - Revenue streams
  - Staff time

2022 Conference Committee: Liz Allen, Rebecca Nolan (previous chair), Millee Tibbs.

The EC charges committees to meet more frequently, monthly throughout the year.

3:30-4:30 Break

Lauren moves to make monthly BoD meetings moving forward.



Kelli seconds.

Friendly amendment to within the year, reevaluate the outcome of meeting more frequently to potentially reduce the number of onsite days at the annual conference. November will be the earliest time to determine the number of days required for meetings at the annual conference site.

Discussion

Anne calls the question.

<b>Aye</b>	<b>Nye</b>	<b>Abstain</b>
		Allen
Cash		
Claffey		
Connell		
Greenwald		
Hershberger		
Hilton		
Hollis		
Jones		
Lavine		
Malloy		
Massoni		
Nolan		
Rowe		
Tibbs		

Motion is approved

4:30-6:30 Conclusion BoD 2020 Business

- New charges and ownership
- Strategic Plan moving forward

The EC is charged revisiting the 2019-2024 Strategic Plan in 6 months to determine what needs to be revised creating new objectives and charges for appropriate committees.

Anne charges Liz Claffey to reach out to Margaret LeJeune as a liaison to the communications committee and Jennifer Shea to see if website redesign is feasible.

- Future Board meetings:
  - All meeting with will be held on Fridays, 12:00-1:30 pm EST
  - March 27, April 24, May 15, June 26, July 24, Aug 28, September 25, October 23, November 20, and December 18.

Anne self-charges to work with Ginenne to established a Gmail drive with shared authorship of the board for storage and maintenance of working documents.

Meeting Adjourned 4: p.m. EST

Rebecca Nolan  
Board secretary