

2018 Mississippi Communication Association
Business Meeting
February 16, 2018

Brad Bailey called the meeting to order at 1:11pm.

Bailey presented the minutes from last year's meeting and asked for any questions. Monette Callaway made a motion to accept the minutes as presented. Dr. Merle Ziegler seconded. All approved.

Financial Report

Dr. Lindsey Dancy presented the financial report. Monette Callaway made motion to accept. Ziegler seconded. All approved.

Old Business

- Bailey introduced discussion about creating a role to shadow the Vice President in order to better prepare for the year they will plan the conference. Bill Moak discussed from experience that it would be a great idea to be better prepared and feel more comfortable and confident as Vice President. Moak encouraged that we vote to add the position. Dr. Cliff Fortenberry asked whether the title would be Vice President-Elect or Second Vice President. Discussion ensued and ultimately it was decided that either would be appropriate. Fortenberry made a motion to create a position Second Vice President. Jeff Walker seconded.

Ziegler clarified that the Second Vice President would move into the Vice President position. Presented as amendment.

All in favor of the amendment.

Motion passed.

- Bailey transitioned to the idea of an apprentice for Executive Secretary/Treasurer position to prepare the next person would be prepared to take on the role. Bailey asked for clarification from members as to whether this would be an elected position or whether it would just be good practice. Ziegler clarified that this should function as a position as the position of Executive Secretary/Treasurer is extremely important and the upcoming member serving in the role would need some experience and practice rather than moving into the position blind. Fortenberry pointed out that there are additional duties that can become overwhelming.

Monette Callaway suggested that the position be elected in the last year of the term so they could take over the position the following year.

Stacey Duke made a motion to create position of Apprentice.

Seconded by Fortenberry.

All in favor. Motion passed.

New Business

- 2019 conference location and date: Bailey opened the floor for discussion on whether the conference should remain at Holiday Inn Trustmark Park or be moved to another location. He pointed out that in years past the location was moved each year. Bill Moak suggested the idea of moving the conference to Belhaven, if the price is right and

arrangement is appropriate. Fortenberry noted that the date should remain the same - third Friday in February - as it lessens the strain on the board by being at a consistent location and date; however, cost is a concern. Bailey pointed out that the price of lunch has increased at Holiday Inn. Dancy noted that the savings were \$40 this year doing the buffet, and that the organization would be absorbing costs of the additional meals ordered because of low attendance this year.

Reid Vance pointed out that we may increase attendance of college students if we do it on a college campus. Ziegler asked that everyone encourage their colleagues to attend the conference next year. Fortenberry suggested that we might agree to go to Belhaven and see how it works. Moak clarified that he would need to discuss further with Belhaven, but we can return to Holiday Inn if it doesn't work out in planning with Belhaven. Carol Byrnes asked whether there were other state associations invited. Bailey answered affirmatively.

Ziegler made a motion to pursue with Belhaven for next year's conference.

Dr. Mignon Kucia seconded.

Moak amended that it's contingent on feasible option.

All in favor.

- Dancy introduced the suggestion of offering credit card payment and online payment options for next year's conference in the form of new business. Ziegler asked for discussion on how to deal with the costs of using the service. Dancy discussed the pricing - currently 2.2% fee plus 30 cents per transaction. Fortenberry discussed that it would be nominal and Bailey pointed out that offering these options may increase pre-registration and decrease the chances of over-ordering on lunches, which the organization would have to absorb.

Moak asked whether we would have to assess the fee separately. Dancy said that PayPal could assess the fee and charge to the payee. Discussion about whether we take on the costs or pass to the organization continued.

Fortenberry moved that the organization create a PayPal account, allowing individuals to pay by PayPal and the organization absorb the fee.

Kucia seconded.

All in favor.

Elections

- Vice President - Bailey asked for nominations for the position of Vice President. Ziegler nominated Amy Jo Ellefson. Amy accepted the nomination. No other nominations made. Moak moved for nominations to be closed.

Fortenberry seconded.

All in favor.

By acclamation, Ellefson is the new Vice President.

- Bailey asked for nominations for the Second Vice President. Jessica Beckham self-nominated. No other nominations made.

Moak moved to close nominations.

Fortenberry seconded.

All in favor.

By acclamation, Jessica is the new Second Vice President.

- Bailey asked for nomination for the Apprentice Secretary/Treasurer position. Monette Callaway asked whether Lindsey Dancy could be nominated to remain in her role after her current term. Fortenberry pointed out if Lindsey continued to serve as the Executive Secretary/Treasurer for the next term, then no apprentice is needed. Dancy accepted the nomination to remain in the role at the conclusion of her current term.
No further discussion.

Fortenberry made motion to adjourn. Kucia seconded.

Bailey adjourned the meeting at 1:46pm. Gavel passed to Bill Moak.

After close of meeting, Moak presented Bailey with a plaque in recognition of his service as President.