

American Folklore Society, Executive Board Minutes
New Series, no. 52
April 3-5, 2002
p. 1

President Jack Santino called the annual meeting of the Executive Board to order on April 3, 2002, at 10:05 am in Room 320 of the Mershon Center on the Ohio State University campus in Columbus, Ohio. Members present: Betty Belanus, Simon Bronner, Peggy Bulger, Norma Cantú, Judy McCulloh, Margaret Mills, Elliott Oring, Maida Owens, Betsy Peterson, Jack Santino, and Peggy Yocom. Members absent: none. Executive Director Timothy Lloyd was also present. As per the Executive Board directive of October 17, 1991, this meeting was recorded on audiotape.

Jack Santino called for review and approval of the minutes of the October 2001 meeting. **Norma Cantú moved to approve the minutes of the October 2001 meetings as presented. Peggy Bulger seconded the motion, which passed unanimously.**

The consent agenda—which brings forward for formal ratification Board actions taken since the last meeting—had only one item. **Peggy Bulger moved to approve the new design for the *Journal of American Folklore* outer front and back cover. Margaret Mills seconded the motion, which passed unanimously.**

Jack Santino announced that he had named Norma Cantú for a one-year term and Elisabeth Nixon for a two-year term to the Society's Nominating Committee, and Jeannie Thomas for a three-year term to the Society's Publications Committee.

Timothy Lloyd presented and reviewed the auditor's report on AFS finances and financial record-keeping for fiscal year 2001. The report incorporated a "clean opinion" from the auditors. **Margaret Mills moved to accept the auditor's report. Judy McCulloh seconded the motion, which passed unanimously.**

Timothy Lloyd discussed a spreadsheet he had previously prepared and distributed showing annual meeting revenue and expenses for the last six years. In the course of this presentation, the cost of renting audiovisual equipment for annual meeting presentations, which has become the highest single annual meeting expense item, came under discussion. **Judy McCulloh moved to begin charging a nominal fee to meeting presenters to help cover audiovisual equipment rental costs. Margaret Mills seconded the motion. After discussion, the motion and second were withdrawn.**

Timothy Lloyd summarized developments in the planning of AFS annual meetings for 2002-2006, work on all of which is on schedule.

Timothy Lloyd summarized work on AFS special projects, primarily the AFS's partnership with the American Folklife Center's Veterans History Project. Betsy Peterson asked him to prepare guidelines for accepting future special projects and to share them with the Board.

American Folklore Society, Executive Board Minutes
New Series, no. 52
April 3-5, 2002
p. 2

The meeting was suspended from 11:40 to 11:55 am.

Norma Cantú announced that Membership Committee matters would be included in the discussion of membership priorities later in the meeting.

Simon Bronner made the Nominating Committee report, summarizing the process of review and soliciting candidates now underway. Discussion focused on the candidates' forum at the annual meeting, and the need to make that event more useful and significant.

The meeting was suspended from 12:26 to 1:24 pm for lunch.

Judy McCulloh made the Publications Committee report, commenting favorably on the proposed agreement between AFS and JSTOR. Timothy Lloyd added information on the current status of the *Journal of American Folklore*.

Timothy Lloyd then reviewed the investment policy statement for AFS that he had previously distributed. He worked with AFS investment advisor William Leboeuf of the Lehman Brothers office in Dayton, Ohio, to prepare the statement, which is based in large part on the investment policy statement of the American Council of Learned Societies. **Peggy Bulger moved to approve the AFS investment policy statement as presented. Betty Belanus seconded the motion, which passed unanimously.**

Norma Cantú then presented the current version of a proposal to create an AFS prize named for Américo Paredes, to be given annually in recognition of outstanding achievement in engagement with the communities one studies, and/or encouraging students and colleagues to work in their own home communities. **Jack Santino moved that the Américo Paredes prize be created as described. Peggy Bulger seconded the motion, which passed unanimously.**

Discussion then turned to the naming of the recipient of the first AFS Lifetime Scholarly Achievement Award. (Simon Bronner, who had nominated one of the candidates, left the room for this discussion.) After discussion, when it became clear that the AFS Fellows as a body had not had the opportunity to review candidates, and that the Board itself was unclear about the proper procedure for review of candidates, the matter was tabled pending further information.

The meeting concluded for the day at 3:25 pm and resumed the following day, April 4, 2002, in the same location at 9:20 am. All members except Peggy Bulger were present, as was Timothy Lloyd.

American Folklore Society, Executive Board Minutes
New Series, no. 52
April 3-5, 2002
p. 3

Timothy Lloyd introduced fund-raising consultant Douglas Allinger of Columbus, whom he had invited to the meeting to give a brief review and analysis of the Society's fund-raising capabilities.

Allinger began by citing four criteria that need to be present for an organization to consider itself capable of undertaking a major fund-raising effort such as an endowment or capital campaign. They are:

1. An effective case for support, showing the outcome, not just the use, of raised funds
2. A pool of prospects that is sizeable and affluent enough
3. A cadre of "champions"
4. Sufficient internal resources to manage the program, from donor care to record-keeping

In light of these criteria, AFS—which has the beginnings of an effective case but few of the other resources in place—is not ready to undertake such a campaign.

As an alternative, Allinger suggested that AFS consider beginning a simple planned giving program, focused on wills and bequests. The wealth of AFS members resides much more in estates than in present net worth, and planned giving involves gifts from future estates rather than from present income. Asking can be done in writing, it is easier for people to give, the strategy is more marketable, and it will allow AFS to build staff capability and sophistication gradually, as needed.

The rest of Allinger's time with the Board was spent discussing the characteristics of a good brief "case statement," the development and marketing of which is the next step in designing an AFS planned giving program.

The meeting was suspended from 10:30 to 10:45 am.

The Board asked Timothy Lloyd to prepare a draft "case statement" for consideration by the Board at its next meeting.

The Board discussed the results of the recently completed AFS member survey.

The meeting was suspended from 12:35 until 1:38 pm for lunch.

Norma Cantú led a discussion of membership issues, during which the ideas of requiring membership of all annual meeting presenters and adopting either an income-graduated or employment-status-graded dues scale were considered and rejected.

The meeting was suspended from 3:15 to 3:30 pm.

American Folklore Society, Executive Board Minutes
New Series, no. 52
April 3-5, 2002
p. 4

Timothy Lloyd presented a draft of plans for various activities—summer institutes funded by NEH, developing the AFS web site, and the development of teams of folklorists specifically charged with creating liaisons with other humanities fields—for improving the academic standing of folklore that were given highest priority by the Board in an early Spring 2002 ranking.

Betsy Peterson then presented and led a discussion of her proposal, previously distributed to the Board, for a series of professional development sessions at the AFS 2003 annual meeting in Albuquerque.

The meeting concluded for the day at 4:55 pm and resumed the following day, April 5, 2002, at the home of Board member Margaret Mills, 221 Hyatts Road, Delaware, Ohio, at 10:32 am. All members except Peggy Bulger were present, as was Timothy Lloyd.

The Board discussed the recommendation from Timothy Lloyd that the Society contract with the University of Illinois Press (selected from among the six publisher applicants) to publish the *Journal of American Folklore* for the Society for a five-year term beginning in 2003. (Note: Judy McCulloh left the room for this discussion.) Discussion focused on the question of whether the Society would be better served by contracting all *JAF* publication services to a single vendor, or contracting out various sub-services (copyediting, production, distribution) to a series of independent vendors. **Norma Cantú moved to accept the Executive Director's recommendation that the Society contract with the University of Illinois Press to publish the *Journal of American Folklore* for the Society for a five-year term beginning in 2003. Margaret Mills seconded the proposal. The vote was 8 votes for and 1 vote against with 1 abstention. The motion passed.**

The meeting was suspended from 12:25 to 1:45 pm for lunch.

At 1:45 the Board entered into executive session to discuss the Executive Director's proposal that the AFS end its management agreement with the American Anthropological Association effective September 1, 2002, and that AFS begin handling its own management functions out of his office as of that date. The Executive Director left the room during this discussion, and the tape recording of the meeting was stopped at this point. The executive session ended at 2:25 pm, the Executive Director returned to the meeting, and the tape recording of the meeting resumed at this point.

Judy McCulloh moved that the Board accept the Executive Director's proposal as presented. Norma Cantú seconded the motion, which passed unanimously.

American Folklore Society, Executive Board Minutes
New Series, no. 52
April 3-5, 2002
p. 5

The Board discussed the Executive Director's budget proposal for FY 2003, which included several assumptions and requests: that the University of Illinois Press would publish the *JAF*, that AFS would take over its own management functions, that individual member dues would be raised to \$85, that institutional subscriptions to *JAF* would be raised to their highest feasible amount after discussion with the University of Illinois Press, and that the Society would begin making a 5% annual employer contribution to the Executive Director's TIAA-CREF retirement account, and that AFS would begin charging sections a 7.5% administrative fee. **Elliott Oring moved to approve the FY 2003 budget as presented. Norma Cantú seconded the motion, which passed unanimously.**

Under old business, the Board discussed possible AFS positions regarding universities' human subjects research requirements and institutional review board procedures, and asked the Executive Director to take this matter up with the other member societies of ACLS.

Under new business, the Board discussed content elements of the new AFS web site, the annual business meeting and the candidates' forum, possible providers of life or accident insurance for the Executive Director, and the idea of annual meeting evaluations.

Jack Santino moved to adjourn the meeting. Betty Belanus seconded the motion, which passed unanimously.

The meeting was adjourned at 5:05 pm.

Respectfully submitted,

Timothy Lloyd
Executive Director

Date