

Society of Georgia Archivists
Board of Directors Meeting
Morrow, Georgia
26 April 2019

PRESENT

Shanee' Yvette Murrain, Angela Stanley, James Irby, Geoffrey Hetherington, Jill Sweetapple, Becky Sherman, Louanne Heintz, Brittany Newberry, Rose Marie Kimbell, Katherine Fisher, Christina Zamon, Paige Adair, Tiffany Atwater, Sarah Tanner, Michael Law, Kathryn Michaelis, Alison Reynolds, Virginia Angles, Brandon Wason

CALL TO ORDER

The meeting was called to order by SGA President, Shanee' Yvette Murrain, at 10:05 am.

WELCOME

Shanee' Yvette Murrain expressed that everyone has done a great job in the first quarter. There have been outreach events, content posted on social media, and multiple committee meetings held.

OFFICER REPORTS

Treasurer

Rose Marie Kimbell reported for Kevin Burge. The checking account is at \$11,000 and PayPal is at \$2,500. Checks that have been mailed in were brought to today's meeting to be handed off, but will need to be forwarded to the treasurer. A warning was brought up to make sure to be on the lookout for any possible phishing scams. There was also a question regarding WordPress and if SGA still uses it. The platform used for the blog now is Blogger.

Archivist

James Irby has continued to participate in discussions with Georgia Archives staff to work on clarifying the digital preservation policies pertaining to the SGA Collection. He has been meeting with the collection point person as well as members of the SGA Board and records task force members regarding future digital preservation strategies. As of now, Georgia Archives houses the SGA analog records and will accept digital records, but there is no guarantee that they will go into the digital repository. There have been preliminary discussions on other options, which have included questions about *Provenance*. There is a need for the records to be stored in a digital repository.

Administrative Assistant

Alex McGee has taken a position at MIT, but will continue the duties as Administrative Assistant. Kathryn Michaelis volunteered to take over the duty of checking the SGA postal mailbox. Shanee' thanked Alex for all of the work she has done working on helping to fix the listserv issues. It was reported that there are 11 new members (7 individual and 4 students).

President

Shanee' Yvette Murrain reported that she has been attending a number of committee meetings related to the 50th anniversary, local arrangements, and a partnership between GLA/SGA/SLA. Shanee' has also been working with the vice-president and the administrative assistant on technical issues. There is a meeting set up with James Irby and Kayla Barrett of the Georgia Archives to discuss the options for SGA digital records. She also mentioned that SGA had a strong representation at National History Day with 7 members volunteering as judges.

Provenance

Heather Oswald was unavailable to attend the board meeting. Shanee' presented the report. The *Provenance* editorial team has been focusing on the new printing options offered through Sheridan, *Provenance's* printer. These options will make future issues of *Provenance* available for print-on-demand. It's an e-commerce service that has a few costs, but is significantly lower than the cost of printing the journal, except for the setup fee, connection fee, and the need to set a price for the journal. The committee is looking for an assistant editor and since many members will be rotating off this year, there is a call out for new board members on the editorial team.

SGA Newsletter/Communications

Kathryn Michaelis reported that there has been a lot of engagement on social media with Instagram having 200 followers and Facebook at almost 1,100 likes. Appreciation was expressed for all those who have provided submissions. Twitter has not had as much use, but there is a plan to have a Twitter chat later in the summer. A possible topic is working with archival items that are problematic or controversial. There has also been discussion on how to get longer blog posts. The social media sites have received a lot of shorter posts, but we have not been receiving longer posts for the blog. One idea to encourage longer posts will be to work in connection with Georgia Archives Month and reach out and highlight institutions that are somewhat under the radar and don't receive as much attention. General calls and reaching out to specific people will begin in July or August. Brittany Newberry mentioned that the Outreach Committee is working on the Lost Archives, which may be a good fit to be represented on the blog.

Georgia Archives Month Liaison

Jill Sweetapple put a call out about a Supplies' Grant. It was shared with various groups including some that may not be aware of SGA, such as genealogy groups. We received \$250 from Hollinger and SGA is matching that for a total of \$500. Twenty-six people have signed up so far. There will be an old-fashioned drawing with two committee members participating in picking the name and it will be filmed and posted on social media. There is also a Spotlight Grant, which is headed by the co-chair, Amber Moore, and the plan is to have this closed by the end of May. \$1,000 has been pledged so far with more coming in.

Education

Brandon Wason discussed that the Education Committee composed a survey to help plan what workshops to conduct this year. The survey was delayed from being sent out due to the issue with the listserv as well as possibly being in the form of a Google Doc. Survey Monkey was used instead and seemed to work out fine. There were 41 responses to the survey. The main focus was finding out what content people are most interested in regarding educational workshops. The top choices included photograph preservation, outreach and advocacy, and exhibitions/exhibits.

An ArchivesSpace workshop is already planned for one of the pre-conference workshops. The Education Chair serves on the Georgia Archives Institute Board and the institute will be held from June 10 through June 21. The reception will be at Georgia Tech on June 13. Brandon also mentioned that there is a new Facebook page for GAI.

Membership

Angela Stanley reported that the committee has met several times since the January board meeting. There has been an emphasis on establishing stronger connections with allied professional organizations, such as the Georgia Library Association and the Georgia Association of Museums and Galleries. A joint mixer was held and co-hosted with the special libraries interest group of GLA on March 22, 2019. We also have reached out to the Coastal Libraries Association of GLA to help to cross-promote and co-host the City of Savannah Archives tour, which will be held in June. There is also a plan for a fall joint mixer to be held in Athens and co-sponsored by the Georgia Association of Museums. There was a meeting with the president of that group and we had hoped to host the event at the Georgia Museum of Art, but their cost structure was prohibitive and does not fit our budget. Some other options are the Lyndon House Arts Center and ATHICA (Athens Institute for Contemporary Art), which is an indie art gallery. ATHICA has offered to partially cut their hosting fee for us.

Angela has been trying to increase SGA's presence at various conferences. She has attended and set up tables at the Georgia Association of Museums' Annual Conference in January as well as at the Facilities and Disaster Preparedness Summit, which was hosted by Georgia Public Library Service in February. She has also corresponded with Jill about having a continued presence at the Georgia Archives Institute. She has been in touch with someone from SAA to plan for office hours in lieu of a booth at their meeting in August. For the Georgia Library Association's Annual Conference in October, we are hoping for a fair trade off of a booth at each other's respective meeting. There is a hold on ordering swag and supplies until the new logo is finalized. We are also working on printing a vendors' discount menu, PreseveSouth and possibly Hollinger have signed on. In order to negotiate with vendors and reach out to see if a members' discount would be possible. The budget request has been by deleting the legacy items that weren't needed, which make the total request less than what was initially submitted.

Scholarship

Tiffany Atwater reported that the Scholarship Committee met in February. The Carroll Hart scholarship deadline was pushed back to March 29 to ensure extra time to promote it. The committee has started a meeting calendar and contacted the webmaster to update the website regarding the scholarship page. They have also created a Google form to help improve the application process. Information regarding the scholarships for the spring and summer workshops will be sent out when those dates are finalized. The Edward Weldon Scholarship for attendance at SAA is coming up and that deadline is June 3. The committee is scheduled to meet on May 3 to discuss the upcoming scholarships and how to promote them as well as ideas for the auction. For the Carroll Hart scholarship, we received 9 applicants. The recipient is Ashley Shull from the Athens Regional Library System. The committee will also be working on updating the rubric for the scholarship applicants ranking system.

Nominating

Sarah Tanner reported that the committee had their meeting in February. They are currently working on accepting nominations for Fellows with a deadline of May 30. Sarah encouraged everyone to send in nominations. The committee will be discussing some options for involving the Fellows, possibly at the annual meeting, especially since last year's presentation with them went over so well. Next up on their agenda will be recruiting for the next year for board members, committee members, and anyone who may be new to SGA that would like to get involved.

Program Chair, Annual Meeting

Geoffrey Hetherington reported the theme for this year's annual meeting, which is Strong Roots, Stronger Branches: SGA at 50. The idea for the 50th anniversary is to look back at the roots of the profession and how we are branching out into new and exciting ventures. The call for proposals went out on March 22 and the deadline has been extended to May 15. We also have a short list of keynote speakers, but nothing is finalized.

Geoffrey wanted to discuss with the annual meeting coordinating team about the possibility of doing something different at the Friday plenary. We have tried to solicit unique proposal types for the presentations, but there are limitations as to how the venue can be set up, but the Friday plenary may provide an opportune time to do something a little more interactive or hands-on. We had looked at other associations' meetings and they had events such as a debate or speed networking, etc. There will also need to be a meeting between certain committees in order to discuss the list of speakers for the 50th Anniversary.

Local Arrangements Chair, Annual Meeting **Proposal for vendor sponsorship price tiers**

Christian Zamon and Katherine Fisher did a site visit at the hotel in February to identify potential off-site reception locations within walking distance of the hotel. A preliminary quote for A/V equipment at the hotel was higher than expected, which is \$9,852. The committee is working on initiatives to enhance the meeting and Christina is hosting monthly calls between the Local Arrangements Committee and various committees for collaborative discussions to make sure that everyone has what they need for their activities and events.

Christina discussed a proposal for restructuring the vendor sponsorship. Her report has the current and proposed structures. The proposal is to have different types or levels of support for the meeting, which would be Platinum, Gold, Silver, and Bronze levels. There would be opportunities for the vendors to sponsor the breakfast, lunch, business meeting, reception, etc. The top level would include recognition, putting up their own signage, exhibit space, etc. The next level would be purely for exhibitors and would depend on if they are opting for one or two days. Another level would be for vendors who can't physically show up, but they can be represented in the program and on the webpage.

Christina asked for feedback from the board. She particularly wanted to hear opinions about the structure and if it needs to be revised. The options are meant to bring in more sponsorship.

Another concern is that there have been two different giveaways, one coming from the vendors and the other from SGA. This would help streamline the process.

Feedback from the Board included:

- Historically, what has been offered by vendors before? The amount varies.
- Is it possible to offer two levels of sponsorship or can vendors jointly sponsor an event?
- Board members liked the idea of providing different options for vendors to choose from, including having their logo in the program or choosing to have exhibit space for one or two days.
- Some vendors may prefer these options, which would help defer their travel cost by not attending the meeting in person, but still receiving recognition
- Lower levels may bring in more vendors.

There was a motion to approve the new levels of sponsorship for 2019. The vote was approved.

Catering:

We have some preliminary information for the all-attendee reception. There is an off-site venue, The Marbury Center, which is an old fire station. We priced out the different option levels. This site was more all-inclusive than the others and more cost friendly. It is a historic site and in easy walking distance from the hotel. The other venues that were looked at couldn't accommodate over 100 people and we would have had to bring in tables, chairs, linens, etc. One concern is that the caterer can only provide cocktails and hors d'oeuvres for the 125 people that we have estimated. If we wanted a seated dinner or buffet, then they would only be able to handle 80 to 100 people, which is the same issue we had with other venues.

Christina looked at other options that are in walking distance. The public library was one option, but there would be no alcohol and we would need to ship in our own tables, chairs, and other supplies. The hotel would be another option, but there would be a two-hour turnaround for a plated sit-down dinner. We could move the lightning talks to another room in order to keep the timeframe for dinner. The cost would be close to \$8,000 to have the reception at the hotel, while outside catering at another venue would be around \$7,500. Either way we would be over our estimated budget of \$5,000. Logistically an off-site location might be the best value. It would not be a seated dinner, but it would be drinks and appetizers. The outside caterer also has some better menu options. Shanee' mentioned that there would be a speaker at the reception and would like to possibly have the fellows be part of the program. Christina would like to figure out and lock down a venue/caterer. It was suggested that we figure out a venue and work the program around that location space.

There was a motion to have an off-site location for the reception. The motion carried.

There was a second motion proposed to have cocktails and hors d'oeuvres at the Marbury. The motion was approved.

2020 Annual Meeting:

Virginia Angles spoke about the options for the 2020 Annual Meeting. There were three possibilities with two of them on Jekyll Island. The Jekyll Island Club Resort has a \$159 hotel room rate. Their meeting rooms are complimentary with a room block and they will offer one

gift certificate for our auction. The location is more inland and on the marsh area and river side of the island. Rose Marie mentioned that the Jekyll Island Museum could be the site location for the reception next year since they do have a meeting space.

The Westin Jekyll Island, which is beach front property, has higher room rates at \$179. They do include certain perks, such as 20% off of the A/V fee and they are also offering a gift certificate for our silent auction. Their catering minimum amount is \$13,000, which is our maximum budget for that part of the event.

The third option is the Columbus Convention and Trade Center – Historic Iron Works in Columbus, GA. With this location we would have to have the hotel rooms at the Marriott. The Marriott does not have a space large enough for our conference. Angela suggested that we hold all of the events at the Trade Center and just have rooms at the Marriott, which is priced at \$159 per night. This location is in walking distance to uptown Columbus and has free parking at both sites.

Some concerns were brought up regarding the Marriott pricing, especially if we aren't actually using their event space. Virginia will double check the pricing options based on feedback from the board. They also only have certain dates available in October. Other things that were brought up had to do with hurricane season and the possibility of moving the meeting to November to be on the safer side.

Virginia proposed a vote for having the 2020 Annual Meeting at the Jekyll Island Club Resort with a preference for Wednesday through Friday dates in November, specifically November 11th through the 13th. The vote was approved.

Outreach

Brittany Newberry reported about the events that have been hosted by the Outreach Committee and those that are upcoming. A happy hour event was held in Decatur in March and was well attended. They are planning additional events and activities for later in the year in May, July, September, October, and December. They have also been discussing a name change for the Lost Archives and would like to use this opportunity as a way to reach out and promote certain institutions. Another important topic that the committee has been discussing focuses on advocacy issues. A draft for procedures and templates is in development. The happy hour/trivia event for the Annual Meeting is also being planned.

Website

Paige Adair reported that there have been updates to the Officers and Committee pages. The Homepage was also updated to include the new image of the Board and the President's welcome letter. The Job Listings is being updated periodically. The website went down at one point due to an update that WildApricot had run. According to Google Analytics, we had 1,264 users, but it also states that we had 1,264 new users, which may mean that there was likely an issue with WildApricot. There were 3,435 sessions, 5,183 page views, and the most active day for users was on January 30th. The top five pages were the Homepage, Job Announcements, Leadership Officers Page, Hart Scholarship Page, and the Education Page.

January Board Meeting Minutes

The SGA January meeting minutes were approved.

OLD BUSINESS

SGA Rebrand Task Force and Logo Design

There were three options drawn up by a design team. We are looking at its reproducibility, how it would look on different items, such as online and on swag, and how it represents SGA as an organization. The color scheme has not been applied yet.

Logo Feedback:

- Some members liked the first option on the page, but there may be some issues with it transferring correctly to an online viewing format.
- One option was more focused toward analog archives and did not incorporate the digital side of archives.
- It was mentioned that the acronym SGA should definitely go along with the full name of Society of Georgia Archivists.
- The outline of the state of Georgia was important to some people.
- There was a discussion about the font style.
- Requests including moving the lettering around to a different position and having the logo with both the letters SGA and the full name.

NEW BUSINESS

G Suite Technical Support

Angela Stanley reported her findings regarding the G Suite technical support issues and recommendations. As most members are aware, there have been some recurring issues for completing basic required tasks, particularly affecting the listserv and accessing emails. Angela thanked everyone for their patience due to the aggravations this has brought up. Alex, Shane', and Angela have been working diligently to fix these issues. It was stated that SGA is operating on a legacy free version of the basic G Suite for nonprofit organizations, which is no longer being updated. We don't have support from Google and certain functions from the managerial side were not accessible. Angela reached out to Daniel, a system administrator, who tried various ways to log into the SGA domain. He was eventually able to do this by using the shared listserv owner credential, which is through SGA's super user account/main account. Other issues that have been improved include updating password security requirements and closing out email accounts belonging to former members. We now have two super user accounts as well as a two-step authorization process for email access. Administrators now have appropriate permissions to manage the listserv. Some solutions that were attempted to try to fix the listserv problems included duplicating the listserv, having no attachments in emails, and utilizing a clean text format when creating an email. It seems to be a text formatting issue connected to copying and pasting into Gmail.

The recommendations include:

- setting up two-step authorization, including connecting security via cellphone
- using strong passwords
- composing in Gmail, switching to the plain text format in Gmail, or creating your message in a text editor and copy and paste into Gmail
- updating the administrator handbook for (transferring of email account to next board/committee member emails)

The board will need to make a decision on how to move forward with G Suite. GPLS is not able to host our accounts, which was thought to be an initial idea. They still have G Suite for nonprofits, which is free. We just need renegotiate/re-sign the contract. Shanee' asked for more information regarding downtime for our accounts and upgrades needed. There is a possibility that some kind of migration would be involved. Angela will contact them and see how to move forward to G Suite for a nonprofit.

Statewide partnerships with allied professional associations

Angela Stanley tested the waters with some mixers and wants to revisit the idea of joint membership. There is not a lot of room to reduce costs. Angela has been looking at ALA and how they handle their joint membership. They have discounts, but it costs members money to join all of them.

Proposal from Becky Collier, Chair of Mid-Atlantic Regional Archives Conference on partnership with National Coalition for History Policy Board

Becky Collier sent an email out to a number of the leaders of archival professional associations, including the Society of Florida Archivists and the Society of California Archivists, etc. She is asking if we would consider joining MARAC and to have a seat on the National Coalition for History. Currently, SAA is the only archival organization on the board. MARAC would increase their present donation from \$1,500 to \$2,000 and the total for the sustaining level would be \$4,000.

The benefits would be:

- SGA would be part of the NCH policy board listserv
- allow us to promote 2 events a year on NCH's website, such as Georgia Archives Institute, which would bring more visibility
- send a representative to the Congressional History Caucus every year
- NCH dispenses funding for major grants and programs that many of our members apply for and use, so it's an advocacy consideration

Presently, none of the archival associations have responded, but they said they would reach out to their boards. Our total commitment would be \$2,000, which is an annual cost. Shanee' shared the NCH members' benefits page for board members to look over. The topic was opened up for discussion regarding thoughts on the differences that are seen, such as with RAAC, if we should consider it, is it competing with other policies that we serve as liaisons for, etc.

Topics and concerns brought up during the discussion included:

- RAAC is only \$500 now compared to \$2,000 for MARAC, but we would be getting more exposure
- What is the likelihood of someone serving and attending as a representative at the caucus?
- Michael Law, RAAC Liaison, stated that RAAC is not doing NCH this year and that they will be reevaluating what to do for next year. He also pointed out that through RAAC, SGA has given money in the past to NCH, but just not this year. The problem that RAAC has is that it feels that they emphasize the library and history organizations and have not done a good enough job of representing archives at their conferences. They will be renegotiating next year with a stronger position.
- It was also mentioned that advocacy on the national scale might tie back into a membership benefit as a way for members to feel like we are representing them on the state stage and the national level. If we have more members then we would have a stronger voice.

Clarification was provided about the sustaining membership fee. They're looking for a partner and would pay part of the fee, but if more than one organization is involved then the benefits would be affected and would need to be shared, such as having only one event promoted on the website instead of two. Shanee' will get back in touch with Becky and see what other organizations have said and see if it warrants further discussion. If a vote is needed, then it will be brought back to the board at the next meeting.

ADJOURNMENT

The Board Meeting adjourned at 12:15 p.m.

Submitted by,
Louanne Heintz, SGA Secretary

ADDENDUM

* Angela Stanley presented a vote for approval for the new logo designs. The Task Force has four designs: the first two are the "main" logos (in horizontal and vertical orientations), another one is for the social media badge, and the last one was designed specifically for the SGA 50th Anniversary. A vote was passed via email on June 19, 2019.