

PAA Board of Directors Teleconference Minutes

October 27, 2022 PAA BoD Conference Call

1. Roll Call: The following people participated in the zoom call: Jeff Miller, Dennis Halterman, Darrin Haagenon, Helen Tai, Brian Charlton, Sastry Jayanty, Ryan Barrett, Jacob Blauer, Julie Pasche, Larry Hiller, Angela Richardson, Dezarae Taylor, Max Feldman, Rhett Spear, and Carrie Wohleb. There was a quorum of the Board of Directors (BoD).
2. The regular monthly conference call of the Potato Association of America (PAA) BoD was called to order by the president, Jeff Miller, at 12:05 PM CST on October 27, 2022.
3. Jeff called for additions to the agenda. Bylaw revision and book content discussion was added for discussion under the proper order of business in unfinished and new business items, respectively.

Jeff reminded board members to review the October video links that Angela email to BoD members pertaining to PAA board responsibilities and Robert's Rules of Order.

4. Approval of the consent agenda.
 - a. July 17, Board Minutes
 - b. President's Report
 - c. Administrator's Report

MOTION by Jacob Blauer, was seconded by Dennis Halterman, and was unanimously passed to approve the consent agenda.

5. Announcements

- a. PAA BoD members and section chairs provided brief introductions led by Jeff Miller.
- b. Jeff miller introduced the new association manager, Dezarae Taylor
- c. Potato Expo Posters_Dennis Halterman
Dennis shared that the 14 allotted PAA posters spots were filled. The presenters have been provided a discounted EXPO meeting registration code. Dennis inquired if PAA members previously participating in the EXPO have worn a ribbon or button to identify themselves as PAA members. Distinguishing or Identifying PAA presenters may be a good opportunity to enhance discussion on PAA involvement, and foster membership opportunities.
- d. Certification Section Meeting:
Angela commented that the agenda for the December 1st Washington DC certification section meeting has been created and will be distributed to membership.
- e. PEI 2023 Meeting_Ryan Barret
The local arrangements committee has met in the last month and three hotels were contacted for overflow room potential. Sponsorship letters will be sent out in early November. Ryan commented that work is ongoing to identify event venues, but the recent hurricane has impacted preparations. Bryan Charlton inquired if the Delta had a room block open for PAA. Angela shared a Delta hotel

link so members could book early. Ryan reiterated that lodging options may be tight as Charlottetown is a sought-after destination so book early.

6. New Business

a. Three strategic areas of focus for 2022-2023 – Jeff Miller

Jeff briefly introduced three topics he wanted to emphasize in 2022-23.

1. Journal health and Springer Contract (refer to new business, line item b.)
2. Annual Meeting Income (use annual meeting to generate income for the association)
3. Increasing membership

b. Springer Meeting Update and Discussion – Dennis Halterman

Dennis provided a summary of an October 17, 2022 meeting with Springer publishing manager Dana Bigelow. Participants in the meeting included Springer (Dana Bigelow, Melania Ruiz), and PAA (Dennis Halterman, Helen Tai, Larry Hiller, Sastry Jayanty, Darrin Haagenon, Angela Richardson). Springer noted that AJPR article submissions and accepted publications have seen a steady downward trend from 2018 -Sept 2022. How to increase submission and publications? Springer suggested the downward trend may be attributed to PAA's associated page charge fees that are uncommon in other similar journals (EAPR). Springer mentioned that this downward trend was not likely related to COVID and emphasized the association page fees. If page fees are eliminated to increase journal submissions, how does PAA recover lost income. Angela reported that page charge fees account for approximately \$40k of associations annual income.

c. 'Best Spuds' book publication – Jeff Miller

Jeff had been contacted by publishers of a picture book 'Best Spuds'. The book officials inquired if the book could be of benefit to the association. However, when Jeff explained the overall mission of PAA, book officials' enthusiasm waned.

7. Unfinished Business

a. Website Engagement – Helen Tai

Sections have been tasked with creating section specific content (information, events), making website more engaging, relevant. Dennis suggested creating a 'lab of the month' or similar feature that could be highlighted on the website, instagram, or twitter.

b. Bylaws Update:

Angela will distribute proposed bylaw changes for membership vote on October 28th.

c. Endowment revision: Larry requested Vera update 2022 endowment payout numbers.

8. Adjourn

MOTION by Rhett Spear was seconded by Helen Tai and was unanimously approved to adjourn the meeting at 2:58 PM CST.

Respectfully submitted
Darrin Haagenon
PAA Secretary