

**NORTH CAROLINA ARCHAEOLOGICAL SOCIETY  
BOARD OF DIRECTORS MEETING  
31 JANUARY 2016  
RLA-UNC  
1:30 P.M.**

*Attendance: Linda Carnes-McNaughton, Steve Davis, Tom Beaman, Hannah Smith, Theresa McReynolds, David Cranford, Shane Petersen, Eric Deetz, Jon Schleier, Alice Wright (Skype)*  
*Absent: Bill Conen and Lisa-Jean Michienzi*  
*Guests: Megan Kassabaum, Beth and Jesse Cranford*

Beaman called the meeting to order at 1:35 p.m.

**OLD BUSINESS:**

The BOD reviewed minutes from 3 October 2015 meeting. After a brief review, Cranford moved to accept the minutes; Deetz seconded and the BOD approved them.

As the treasurer was absent, Davis moved on to the editor's report. He stated that 370 copies of the 2015 issue were printed at a cost of \$4.29 per copy, for a total cost of \$1,340.20 this round. He added that \$230 was saved on shipping because of a special "free shipping" offer that was in effect when he placed the print order.

Davis also commented on the production and distribution of the fall newsletter which featured an article on electronic resources. The next issue will advertise the upcoming Cherokee Area Bus Tour (April 23) and a symposium on remote sensing at the NC Museum of History (March 12). The BOD requested that a dues-reminder also be included with this newsletter. Cranford offered to write up a snippet on the chapter survey to find out more from our membership, and Davis will include a short piece about the new 3-D modeling now underway at the RLA. He wishes to complete the newsletter and get it out by the end of the following week, before he leaves for Natchez.

Regarding updates on the NCAS Webpage, Davis agreed to add the Table of Contents for the last NCA volume, as promised. He will also update the merchandise listings, once the inventory of current stock is completed. One change he proposed was to amend our current five-year embargo on journals going on-line. He recommended that we change it to a two-year embargo, in order to make them more accessible. There was some general discussion about the number of copies to print, reduce or increase, and that he usually prints 150 extra for later sale. We now have a surplus of some copies and may consider ways to offload some of these. Smith recommended sending sets to other non-member venues like the School of Math and Science and universities with anthropology departments or programs. The board agreed making the journals accessible was a goal. Davis moved that the BOD change the five-year embargo for posting on-line copies to two years; Petersen seconded the motion and the BOD approved it. It was also agreed that when we send complimentary copies to libraries that we also include a membership form to join NCAS. Petersen agreed to search out more suitable public high schools in the areas

and approach teachers who may wish to have a set of NCAS journals in their school libraries. This was tabled for further discussion after we identify the target schools.

Davis stated he has three articles lined up for the 2016 journal, one in hand and two promised.

Beaman and Smith began the discussion about our social media outlets and a revision of the brochure now that the NCAS operations were fully transitioned to the RLA at UNC. Smith asked for more recent photos to be contributed and the option of making the brochure in color (one color or full color). She has explored printing capabilities at Staples with a 60% discount. The BOD agreed that less text and more images would be appealing. LCM handed out general information taken from our current webpage (goals, mission statement, etc.) to use as a start. Other suggestions included using photographs from recent meetings or events with members engaged in activities. One panel may also be reserved for the junior members. Updated points of contact and membership options would be included as well. Smith and Beaman agreed to have a mockup available for review at the July 2016 BOD meeting. Printing of the brochure will likely be done on-demand, same as the journal, to reduce costs and storage.

Returning to the social media, Smith expressed concern about management of content on the Facebook site. There have been some inappropriate images posted on the site by local collectors, which may not be in alignment with our organization's mission. There was general discussion about how best to "police" content, remove non-members content, and yet keep it open for potential members, in a sensitive manner. Petersen recommended that our mission statement be posted at the top, front and center, and that we use it as a guide for content. Once it is posted, then others can read it and heed. He stated members should try to persuade those posting inappropriate content to learn to record site locations and understand preservation laws. Deetz pointed out that we cannot afford to not do anything since the present situation would appear to validate site looting. Smith will draft a statement to post on the Facebook page as our mission and disclaimer should we need to take down someone's content. It was agreed that the BOD needs to take responsibility for monitoring its content and post the NCAS mission and goals. Members of the BOD agreed to begin actively posting relevant announcements and other content to show by example what we do and who we are. Smith called for postings on upcoming field schools, workshops and news items. Deetz expressed caution on using rigid language, but the BOD agreed it is necessary to keep our mission and goals out there for the public.

McReynolds summed up JNCAS activities and acknowledged volunteers who were prepared for the October event which was cancelled because of bad weather. She plans to use JNCAS members for the event next time. She promised to add an article to the brochure as well. There were no new members this year and she is trying to formulate ways to recruit juniors in the future. She is exploring partnerships with larger museums who have active junior memberships (e.g., NC Museum of Natural Sciences and the Schiele Museum).

The final report of the Old Business was brought forward by Beaman on current memberships. He distributed a summary of membership trends over the past 15 years. Currently, we are at 94 regular members. He noted our membership in all categories is down, except for sustaining and life categories. This past year it dropped from 271 to 239. Ideas for increasing membership were discussed, such as creating an electronic method for new and renewed dues, and having more

public activities to engage potential new members, excite current ones, and get them more involved. Davis commented that he sent reminder cards to those whose membership had lapsed three years ago. Schleier said social media can help to springboard new members. McReynolds said she has postcards ready to send out for renewal prompts. Beaman asked exactly which membership categories appear on our current webpage and should we tailor it to drop those we don't often use (e.g., Corporate). Davis agreed to add a short descriptor for each membership category as it appears on the webpage so potential members can decide what best suits their interest. Sustaining members have no voting privileges, at their flat rate of \$25 per year. And we should make certain that the membership information on the webpage matches what is printed on new brochure, to avoid future confusion. Beaman summed up he has no answers for the drop in membership and we can continue to relocate some old members while we recruit new ones.

#### NEW BUSINESS:

Davis distributed the by-laws amendments (Article XII: Section 1 and 2) to reflect changes in the NCAS business operations (from the OSA to the RLA). He stated that the transfer of all records and business is now completed. Conen, Davis, and Carnes-McNaughton are signatories on the new bank card at BB&T, as a 501 c(3) organization. Davis moved to accept the language changes to the by-laws to reflect current operations; Cranford seconded his motion and the BOD approved the changes. These new by-laws will be posted on our webpage by Davis.

McReynolds provided news on the upcoming bus tour to Cherokee sites, planned for April 23, 2016. She asked for assistance to finalize the details. The tour will begin at WCU at 10:00 am on Saturday. Tour leaders are Brett Riggs, Jane Eastman, and Ben Steere. She said Oconaluftee Village will not be open during this time. There was discussion about reaching out to the NCAC for their participation, but the BOD decided the logistics at this late date may complicate it and most NCAC members are also NCAS members. She is researching the cost for a bus. The BOD agreed a coach bus with toilet facilities onboard would be more comfortable for all. A chartered bus holds about 55 passengers. The BOD agreed to augment the cost to cover the bus (out of approved meeting funds) to a limit of \$750. This would also keep costs down for the membership and guests. Smith proposed that we should ask NCAS members to pay \$5 (and \$5 for one guest) for the tour and non-members to pay \$20, with the option to let them join NCAS out of this payment. Box lunches will be provided by Subway, and McReynolds will send out lunch order forms and handle the money for lunches (\$7.50 and \$9.75 each).

The Museum of the Cherokee will be open (9-5) on Sunday, April 24<sup>th</sup>, if visitors wish to go there on their own the next day. It was also suggested that we keep a cooler of drinks (water, sodas) on the bus for extras. Following discussion, Davis seconded Smith's motion regarding costs for the bus tour, and the BOD approved it. A second motion was put forward by Cranford to have NCAS cover the cost of the bus (\$750 limit), seconded by Petersen and then approved by the BOD. McReynolds will provide the hotel options to Davis for the newsletter, stating some are in Cherokee and some are in Cullowhee. The BOD thanked McReynolds for her hard work to get this tour trip underway.

Cranford, Deetz, and Beaman initiated discussion to review our setup options for chapters. Cranford distributed a handout from the Archeological Society of Virginia's by-laws for the

BOD to review and compare. Cranford created a survey link for members to answer basic questions of needs and interests to establish regional chapters of the NCAS. He hopes this will provide necessary feedback for us to continue exploring this option of expansion, maybe pairing chapters with universities or schools which have archaeology/anthropology programs or clubs. Or, we simply do away with all chapters. Wright added that chapters in regions further away from central NC would serve to extend the mission and goals of the NCAS. The BOD agreed we should revise the financial obligations (to none) and let each chapter operate on its own. Cranford will share the results of his survey with the BOD at the next meeting in July. Deetz also mentioned the appeal of guest lecturers at the ASV meetings he has attended. Lab nights, field opportunities, and webpage postings were other ways to reach out. The BOD must examine what a local or regional chapter would have to offer the organization at large, or vice-versa. LCM asked what would happen to accumulated assets if a local chapter ceased to exist. Wright said she is looking to start a local chapter at ASU in Boone soon.

Deetz mentioned an upcoming local fieldwork opportunity which would be available for NCAS membership. He is working on the details now with a private owner. LCM reminded the BOD that should the NCAS sponsor another field excavation, details about responsibility of artifacts, curation, processing, and reporting would need to be clearly written and understood by all prior to such a commitment. If, however, the NCAS members are asked to join for a day or two on a project already underway, that would be optional and beneficial for everyone (e.g., the Town Creek SHS field days in the past).

Beaman noted that at present there is one vacant BOD at-large seat, with Smith's move to the president-elect seat. He asked if we needed to fill it now or wait until next fall's general election. There was some discussion to try and find an avocational archaeologist to fill this seat since we are Pro-heavy on the current BOD. Cliff Beasley is an NCAS member who could be considered for this vacant seat. After some discussion, Davis moved to wait until fall elections to fill this seat; Schleier seconded and the BOD approved the motion. This should provide ample time to recruit new members.

Beaman and Davis discussed the NCAS stock inventory and what we can do now to reprint some different sizes of shirts. Davis will ask Nelms about colors and printers, but agreed to get new ones run of old designs for now. Our overstock is primarily in oversizes and extra smalls (xxl and xxs). Davis will explore having shirts printed at Bread and Butter, a local Chapel Hill screen print, using the popular point chart images.

To follow up on the membership discussion, Cranford agreed to do the research to set up a PayPal option for new and renewing membership, which should be possible under the new business operations. He will send them copies of our by-laws and articles of incorporation to try for a special rate. Cranford will report details to the BOD via emails and Davis will contact Conen and Michienzi for bank deposits. Beaman moved to authorize Cranford, Conen, Davis, and Michienzi to set up PayPal for the NCAS; seconded by Schleier and approved by the BOD.

Beaman called for other business and Davis reported on a \$500 EOY gift from New South Associates given to the NCAS. A thank you letter to New South was sent by Dee Nelms last December.

A brief meeting may be held on April 23<sup>rd</sup>, at 9:00 a.m. if necessary, but the next full meeting will be July 24, 2016.

As there was no further business, the meeting adjourned at 3:40 p.m.

These minutes respectfully submitted by,

Dr. Linda F. Carnes-McNaughton, RPA  
Secretary, NCAS BOD