

**NORTH CAROLINA ARCHAEOLOGICAL SOCIETY
BOARD OF DIRECTORS MEEITNG
29 JANUARY 2017
RLA-UNC
1:30 P.M.**

Attendance: Tom Beaman, Linda Carnes-McNaughton, January Costa, David Cranford, Bob Daniel, Steve Davis, Eric Deetz, Lisa-Jean Michienzi, Shane Petersen, Jon Schleier, and Hannah Smith. *Absent:* Bill Conen, Theresa McReynolds, and Alice Wright.

Beaman called the meeting to order at 1:30 pm.

He welcomed new directors Costa and Daniel. Then he put forth two measures for consideration; first, that the meeting be set for a two-hour limit and second, that he wants each BOD member to become more brand-conscious in all we do to maintain our high-standards while accepting changes.

OLD BUSINESS:

After a review of the 8 October 2016 BOD minutes, Cranford motioned to accept the minutes, Deetz seconded, and the BOD voted for approval.

Michienzi gave the treasurer's report on behalf of the absent Conen. A financial summary was distributed for the BOD to review, dated December 31, 2016. Expenses for the Cherokee sites bus tour were discussed as the second largest pay-out for the quarter, at \$1,002. There were 42 members and guests on the tour, most paid \$5 per person, non-members paid \$20 which included a year's membership to NCAS. The two guest guides for the bus tour (Jane Eastman and Brett Riggs) were compensated for their lunches. This cost exceeded our regular \$700 per annual meeting limit, but was an exceptionally well-received event for our membership. Daniel pointed out that if we had charged all guests \$20 we would have offset the cost of the bus expense. The Endowment continues to grow and there was no payout (award recipient) for this past cycle. The growth is from interest-only. After discussion was concluded, Daniel motioned to accept the treasurer's report, seconded by Schleier and approved by the BOD.

Davis presented the editor's report. He began with a brief description of the most recent newsletter (Vol. 27) and the cost of printing and distribution at great savings. The December NCA Journal was our largest issue, at 162 pages. The cost of printing plus shipping came out to \$3.77 each. He ordered 300, or about 100 above what was needed for mail-outs, to reduce storage. He endorsed LuLu on-demand printers who also offered good discounts to regular customers. For this print cycle they gave NCAS almost a \$500 discount which covered shipping costs. He was pleased with this business prospect. He is now accepting news items for next newsletter. He plans to include an announcement for the 450th anniversary of the Joara site by Dave Moore, and also a short article from the Society for American Archaeology's president on reduced funding for archaeological research in the upcoming year. He plans to add a short note about NCAS BOD member Alice Wright winning the C. B. Moore Award at the recent

SEAC meeting. He is seeking articles for the next journal issue as well and has received one from Carnes-McNaughton and Steen, and possibly one on the use of drone for archaeological mapping.

Davis said a few updates were needed for the NCAS webpage and he is working on that, providing greater access to past journals on-line. Daniel asked about the version of the bylaws shown on the webpage and if they were up to date. Davis said he would verify those changes voted on last year by the BOD which addressed organizational changes and new addresses for such. He stated that other changes may result from today's meeting, so he will address those when needed and asked that if anyone sees anything else that needs fixing to please let him know asap.

Smith reported on our social media outlets and updates. She thanked Schleier and others for posting more regional news on the page. There was some discussion about the owner of Nautilus Video Productions continuing his use of the NCAS Facebook page for his own business purposes and inappropriate news re: current lawsuits which did not pertain to any NCAS business. It was noted that some of his postings are appropriate (e.g. "this day in history" of pirates) but other entries clearly were not suitable. Smith asked how to handle this issue? Again, the BOD said our mission is clearly stated and if persons using our Facebook to move forward their personal agendas that are not in line with our mission, then we have every right to remove them. Our goals and missions are very clear and we should continue to uphold that position, and keep items as factual and accurate as possible. While we wish to engage in social media we must also have a policy in place for situations that arise from patrons' misuse. We should take a cue from the SAA or SHA Facebook pages, and reserve the right to remove unwanted or inappropriate materials. At present, Beaman, Smith, and Cranford have modification privileges. All members should be monitors of our NCAS site and report any inappropriate posting to these three social media managers. NCAS should advocate for the resources whenever possible and remain non-partisan or neutral. If there is legislation to bring forward, then it must be mission-focused. If on-line petitions show up, these will need to be reviewed and vetted by the managers. Smith asked for assistance in monitoring NCAS Facebook content and Costa agreed to help.

Smith and Beaman then presented news on the brochure revisions. Smith asked for edits or comments and LCM presented hers to the BOD. She said we needed to focus on the message "Why Join?" as a general theme of the content, not only what we do and why but how the membership is a crucial part. She listed several advantages to becoming an NCAS member and called the NCAS the Action Station for Archaeology in the state. Daniel asked who the target member is and maybe we should focus on that demographic. Smith said she has tried to determine who comes to our events as a sample of the population out there. Daniel asked about education credits for teachers who wish to participate in our events. And, do we have programs for ECUs to attract teachers and bring their students? There was some general discussion about this topic and the use of *Intrigue of the Past* as a good link to find out more about teachers' materials. Smith asked that additional comments or edits on the brochure reach her by mid-March so she could have a mockup for the April quarterly meeting.

Beaman then presented his summary chart on membership trends from the past 16 years, per category. Current membership stands at 267, a slight uptick from last year. The BOD concluded we need more upticks for the dwindling memberships we face. Beaman stated we need to develop short-term

incentives for long-range goals, and that regional chapters and outreach activities may be the way to go. It was noted that PayPal is helping to reach new members and we hope that trend continues. Daniel suggested we look into having an incentive package for new members (e.g., t-shirt and past journals maybe). He offered to work on options for incentives. Cranford asked if the NCAS would be willing to serve as an underwriter for special programming on UNC-TV (public television) and maybe serve as a sponsor for certain programs. The BOD said this sounded very exciting and could he please look into it and report back on the cost involved. Everyone agreed this would be good exposure. Smith also suggested that we look into something like a “student-coffee with archaeologists” at some of the undergraduate programs in the state system. Daniel asked what were the numbers of our avocational members? What if local chapters wished to ask for a speaker? Were some professionals willing to do this? Deetz said in Virginia they often had guest speakers at chapter meetings. LCM mentioned that the NCAC once organized a speakers list, based on regions and availability and topic, but it was maybe 20 years ago. Davis stated that we should put pressure on the NCAC to join and be members of the NCAS too, in that we provide the only journal on archaeology in the state. Petersen stated that if we are trying to preserve resources through our organization that we should be a collective voice and stand up to do something. He stated that NCAS and NCAC combined membership would serve as a stronger voice for NC resources. Cranford stated that given the current realities of reduced funding for preservation and science, and changes to federally-owned lands, we need to be pro-active as a group. Davis mentioned the NCAC will meet in April and they should get on board for speaking up. Daniel recommended that we prepare a statement with joined voices. He asked if the speakers bureau could be revived. Deetz offered to help revive the speakers bureau. Daniel asked what is an “Exchange” membership, and Davis explained.

LCM reported for the EAC co-chairs that as there were no applicants for the Whitey Graham Endowment Award, there was no news to share this time, and they will post another RFP in the fall.

LCM and Davis reported on the NCAS contribution to the SEAC Student paper award and that a recent UNC graduate, Mallory Melton, won the prize. NCAS’s contribution was a \$55 value and included a one-year membership, hat, t-shirt, and the five most recent issues of *North Carolina Archaeology*.

Cranford and Deetz then reported on their efforts to amend chapter guidelines. Cranford distributed copies of the revised guidelines to the BOD for review. A question was raised about the minimum number of people to constitute a chapter, which currently stands at eight. A group wishing to establish a new chapter would need to request recognition, state their membership numbers, and incorporate the NCAS mission statement into their own chapter goals. A stand-alone ethics statement could be more clearly defined and shared with new chapters. Davis recommended that we don’t change the bylaws, but we should keep them as simple as possible. The BOD agreed that guidelines for new chapters can be done outside the bylaws and would only need to state that chapters can exist (whether it happens or not). Davis and LCM explained that currently there are no existing chapters under the NCAS organization, so we would be starting with a clean slate. Many agreed that the term affiliated societies (AS) can exist as chapters with less formality and effort. Daniel suggested that if a newly formed AS membership drops too low, say 5 during one calendar year, then the NCAS may recommend the group disband. Since the newsletters exist on-line there would be no extra cost for an AS to receive and/or

contribute to the NCAS. Recommendations were made to amend the proposed guidelines as presented, and Cranford will present a new version for BOD approval at the next meeting. The BOD suggested we keep the bylaws intact. The BOD agreed Option 2 was preferred, and to call them guidelines and not changes to bylaws. An eight-member threshold was also favored. Deetz mentioned that a guest speaker would be a good "carrot" for a new chapter. Smith suggested that any group who wishes to organize a new chapter could then advertise in the newsletter or on NCAS Facebook page. Cranford agreed to amend Option 2 language and return it to the BOD for a final vote. Beaman thanked Cranford and Deetz for their work on the guidelines for establishing new chapters.

NEW BUSINESS:

Under New Business (revisited) Davis gave the BOD an update on old and new stock. He stated that all the point-image t-shirts had been sold, so prior to SEAC he ordered 50 more in men and women styles and two colors. Many have already been sold and he posted the new stock on the NCAS webpage for on-line orders. Sales were also good at the Heritage Day event in October. Costa mentioned additional options for ordering hoodies and more hats. Daniel agreed to investigate vendor and style options for NCAS hats and report back to the BOD. There was some discussion about previous hat styles and recommendations of color, fabric, logos, and cost. The BOD agreed to keep the sale price of hats at \$10. LCM mentioned that the NCAS may wish to consider selling NCAS logo stoneware mugs in 2018 to celebrate the 85th birthday of the society. She will look into a vendor and options for those. They were popular and have been out of stock for several years. Costa also mentioned options for NCAS logo stickers and magnets as attractive merchandise to have for distribution at events.

Beaman decided to table the discussion on new t-shirt designs until next meeting but said he had received several ideas and templates. The discussion re: the upcoming SECHSA meeting to be held in September 2017 at SHS Spencer Shops was also tabled until the next BOD meeting in April.

There was a brief discussion about future meetings since no one heard back from McReynolds about a spring bus tour. The BOD discussed waiting on another bus tour to recoup costs. That said, the BOD thought the fall meeting should still be at Town Creek with a bus tour out to Morrow Mountain State Park and then the Hardaway Site. It was agreed that the cost for a bus trip should be increased to offset the expense. The fall business meeting to review elections will take place at the Town Creek Visitor Center at Town Creek. Access to the Hardaway Site and other details will be reviewed at the April BOD meeting.

To conclude the meeting and stay within the two-hour set time, a few announcements were made:

- the BOD congratulated NCAS BOD member and ASU faculty member Alice Wright on her recent award
- Heritage Day at Jordan Lake would be 7 October 2017.
- the Upland Archaeology Symposium in Boone, will be 24-25 February
- the Mid-Atlantic Archaeology Conference and Ceramics Workshop will be Mar. 16-18

Meeting was adjourned at 3:30 pm.

Minutes submitted by Dr. Linda F. Carnes-McNaughton, NCAS BOD Secretary