



**Executive Committee Meeting
Southern Regional Honors Council
Birmingham – Sheraton Hotel
Jefferson 1
Thursday, March 31, 2022
12:03PM-12:55PM (CDT)**

Call to Order

SRHC President Kathy Cooke called the meeting to order at 12:03pm (CDT). Present were the following Executive Committee members and invited guests: Kathy Cooke (President, University of South Alabama); Aaron Hanlin (Vice President, Seminole State University); Jon Blandford (Secretary, Bellarmine University); David Coleman (Treasurer, Eastern Kentucky University); Karen Keaton Jackson (Faculty/Staff At-Large, North Carolina Central University); Hayley King (Student Vice President, Morehead State University); Mason Hand (Student At-Large, The Citadel); Patrick Jacobs (Student At-Large, North Carolina Central University); Molly Rovinski (Student At-Large, Bellarmine University); Tom Jones (Parliamentarian, Gardner-Webb University); Mike Sloane (2022 Conference Co-Organizer, University of Alabama-Birmingham) Denise Lynch (2023 Conference Co-Chair, University of North Carolina-Charlotte) Maria Vandergriff-Avery (2023 Conference Co-Chair, Catawba College); and Shannon Zurell-Carey (Admin Support for 2023 Conference, University of North Carolina-Charlotte).

Appointment of Parliamentarian

Kathy appointed Tom as parliamentarian. No objections.

Approval of Agenda

Kathy called for the approval of the meeting agenda disseminated. *David so moved. Mason seconded. Motion unanimously approved.*

Approval of Minutes

Kathy called for approval of the minutes from the previous meeting. *David so moved. Mason seconded. Motion unanimously approved.*

Treasurer's Report

David explained that we are in good financial health, and poised to make around \$20,000 from this conference. Reminded the committee that we are trying to get to savings to \$150,000 so we could absorb a cancellation if necessary.

Institutional memberships are a little ahead of where we were at this time last year – will likely end up with 105-110, which is around where we were pre-Covid. David distributed a list of current institutional members

David recommended that we offer 12 Partners in the Parks stipends at \$800 each, with no more than one per institution.

Karen requested background about these stipends, and David provided some history about the program, noting that we usually offer 12 stipends at \$700 each. Recommends increasing that amount to \$800 both because of SRHC's stronger current financial position and the increased registration and associated travel costs for PITP programs.

Brief discussion of non-profit status /tax compliance and 990 Form, which is being handled for us by accounting firm in Richmond, KY.

Aaron motioned to approve treasurer's report and PITP grant. Hayley seconded. Motion unanimously approved

2022 Conference Update

Kathy thanked Aaron, Mike, David, and Jon with their work organizing the conference, and also mentioned the contributions of Greg Tomso of UWF, who had been serving as SRHC webmaster until he was promoted to a VP position at his institution that required a lot more of his time.

Aaron updated the committee that he had thought we were going to break even or make just a little money, but then Mike brought food rates down to what we had been quoted in 2020, and that alone netted \$10,000. Room rate was locked in at 2020 quote (1/3 of what you one normally pay per night)

Aaron shared that we have been generous offering refunds to those who requested them. May be further refund requests—e.g., Valencia was bringing a group, but the got stranded in Houston because of weather.

\$95,500 in revenue. Factoring in NCHC and 3 grad school sponsors brings us to \$96,750.

Expenses include \$50,037.70 for food. The \$50 AV fee we charged registrants who indicated they needed tech covered a little over a third of that cost. Aaron was able to get us free Wi-Fi in the conference space as a concession for an issue with our room reservations. \$14,177.72 in miscellaneous expenses, including conference T-shirts and admission to Birmingham Civil Rights Institute. Also our keynote speaker, the band, and the van. \$11,241 total additional expenses. Total expenses of \$75,456.51, and about \$21,000 in net revenue

Projected attendance was 325, and actual registration exceeded that significantly at 485. (High watermark was 700 in Charlotte).

Aaron asked how much detail he should share at general business meeting tomorrow. Kathy gave some advice about how to frame /contextualize the budget info.

Brief discussion of whether we might not offer AV in the future, perhaps, Kathy suggested, instead giving people a QR code they could scan and use to view presentation materials on their phones.

David moved to accept conference report. Karen seconded. Motion approved.

2023 Conference Update

Denise Lynch and Shannon Zurell-Carey from UNCC and Maria Vandergriff-Avery from Catawba provided info about next spring's conference, which will take place at the Westin in uptown Charlotte.

Renegotiated from 2021 contract; paid a security deposit to hold for 2023.

Room rate is \$199.99. 180 total rooms, down from 250 in the original contract.

Kathy asked if it is better to lowball and be conservative even if it means we might come up short. Expanded this year's up to 195 and we are still short. David reminded us of the consequences of overestimating (e.g., we paid a \$20,000 penalty in Memphis).

200 for Charlotte?

Do not have a currently have A/V in contract. Mike pointed out this should be last because it depends on demand (we started at \$23,000 for this year's conference and came down to \$14,000).

If we were to go with previously discussed QR option, we would need to find out what Wi-Fi capacity would be with everyone accessing all at once. Usually charge per user on Wifi, but we got for free

Signage would have been good here because of the two hotels, but won't be necessary in Westin Charlotte.

Mason asked about theme for Charlotte? Denise shared that has not been decided yet.

Aaron mentioned there were issues with Eventzilla platform around data loss. Mike asked if we can we get a break through NCHC for Ex Ordo. Tyra Edwards at NCHC HQ would be our contact for that. General agreement that Ex Ordo would be worthwhile investment. Right now we are paying \$1200 a year for Grenadine. Grenadine did not respond when we asked about paying by check, so went with Eventzilla, which charges per registration.

Diversity, Equity, and Inclusion Initiatives

Karen Jackson provided an update on HBCU networking. Most HBCUs are in our region, and Karen has taken a grassroots approach, emailing directors and making phone calls.

HBCUs present at this year's conference include NC A&T, Edward Waters, Miles College. Informal networking event tomorrow from 6:00-7:30. Kathy offered to pay for pizza at this event out of conference budget.

Lot of the issues HBCUs are facing are around budget uncertainty.

Savannah State director is here (did not bring students, but hoping to next year).

Alcorn State and Spellman and Jackson State used to come. Could they be persuaded to re-engage?

Student Rep Update

Format for tomorrow night's student-led discussion will feature Patrick asking questions and letting people engage in dialogue

Discussion will focus on social justice in a global perspective, with an emphasis on solutions.

No traffic on social media. Patrick suggested LinkedIn profile for the region might get more engagement given that the primary purpose of the organization is professional in nature. LinkedIn allows for 2nd, 3rd, 4th -degree connections– do not have to be following SRHC to see SRHC posts.

Molly volunteered to help set up LinkedIn even though her term is up. Mason suggested having a de facto social media manager on the board? Would that be a special appointee?

If students are going to post during or about this weekend, they should tag SRHC media and maybe that will lead to some traffic.

Exiting student members will meet with incoming members

Other business

UT-Chattanooga for 2024.

After that? Ft. Myers? Montgomery?

Kathy called for a motion to adjourn. Aaron so moved. Hayley seconded.

Meeting adjourned at 12:55PM