



## EXECUTIVE COUNCIL MEETING MINUTES

August 18, 2022

### Zoom

The Executive Council meeting held, via Zoom, on Thursday, August 18, 2022, at 7:00 pm (EST). W. Marvin Dulaney, President of ASALH called the meeting to order at 7:02 pm and presided and Susan Simms Marsh, Secretary of ASALH, served as Secretary of the meeting.

Secretary Susan Simms Marsh conducted the roll call: W. Marvin Dulaney, Ida Jones, Aaisha Haykal, Susan Simms Marsh, Valerie Holt, Jeff Banks, Denise Rolark Barnes, Gloria Browne-Marshall, Sundiata Kieta Cha-Jua, Zende Clark, Omar Eaton-Martinez, Jarvis Givens, Anton House, Eric Jackson, Randal Maurice Jelks, Gladys Mack, Lopez D. Matthews, Jr., Zebulon Miletsky, Greg Mixon, Camesha Scruggs, Anita Shepherd, Gladys Gary Vaughn, and Sylvia Cyrus.

The above constituting a majority and quorum of the Executive Council necessary for the transaction of business.

Other attendee: Hazel Gillis, President James Weldon Johnson Branch of ASALH.

The President reviewed the agenda and noted that the meeting will include one action item from the Audit and Finance Committee for Executive Council vote and the other agenda items are for discussion purposes as the Executive Council plan for the remainder of 2022 and looking ahead to 2023.

### ADOPTION OF THE AGENDA

**Motion:** It was moved by Susan Simms Marsh and seconded to adopt the agenda. **The motion passed.**

### ANNUAL CONFERENCE UPDATE

This will be ASALH's first hybrid conference. The number of registrants, to date, is approximately 250 which is less than the number of registrations included in the Annual Conference budget. Executive Council members are encouraged to promote the conference to colleagues, friends and family as well as sell ads and donate to the conference. Plans for the nonacademic events are on target. Social Justice Day the guest speaker for the luncheon is Bryan Stevenson, the founder and Executive Director of the Equal Justice Initiative, a human rights organization in Montgomery. The guest speaker for the Carter G. Woodson Luncheon is Executive Council member Jarvis Givens who has authored a book about Carter G. Woodson. Thursday, after the session, conference registrants will have an evening out on your own and have the opportunity to explore the sites in Montgomery. The Executive Council will have a dinner meeting on Thursday. The President and the Alabama Branches are hosting a hospitality suite on Thursday. On Friday, there will be an evening out at the Alabama Archive Museum. The Awards Banquet will be held on Saturday evening.

Regarding sponsorships, \$122,000 has been secured to date with \$91,000 attributable to the Executive Director. Thank you was extended to Executive Council members who donated money. A detailed report on sponsorships will be provided at the September meeting.

**AUDIT AND FINANCE COMMITTEE REPORT (WRITTEN REPORT)**

Anita Shepherd presented the Audit and Finance Committee Report. The report is attached to the minutes. There was one recommendation.

**June Financial Reports**

The Financial Report indicates our revenue shortfall to budget is under-running projections. This is primarily due to conference registrations, sponsorships and the souvenir journal. Expenses are higher related to the costs associated with the annual conference. The lower than projected financials from the Black History Month Festival created a deficit situation for ASALH. Aggressively managing expenses appears insufficient to make up for the lost revenues without an alternative strategy.

The additional constraints ASALH is facing are, a decrease in the number of total members, lower conference registrations, and lower commitments by the conference developer. It would benefit the council to determine a fund-raising campaign, solicit ads, sponsorships and personal contributions.

**2023 Proposal to Increase Membership Dues**

The Audit and Finance and Membership committees have determined the financial need to increase the dues, effective 2023. The last time dues were increased occurred in 2014. The metric used to propose an increase in the annual dues was the average percent of change from 2014 to 2022’s mid-point to measure the impact of inflation based on the Consumer Price Index (CPI) which amounted to 20.4%. It was applied to each membership category with slight rounding to the nearest dollar where needed. We believe the increases are moderate and contribute to ASALH’s operational costs. Feedback from the branches was minimal and proactively responded to. As an incentive to attract life members, new individual life members who pay the full \$1,500.00 by December 31, 2022 pay the 2022 rate. 2023 dues collected after the annual conference or October 1, 2022 would be collected at the 2023 rates. Special thanks to Valerie Holt and Ida Jones for their contribution to the dues proposal.

**Recommendation:** Approve an increase in members annual dues as follows:

**Membership Dues Increase by Category**

Category	Current Rate	20.4 % Change	Adjusted Rate
General	80	16.32	95
Senior	55	11.22	65
Student	45	9.18	55
Dual	100	20.4	120
International	100	20.4	120
Interim Life	300	61.2	360
Life	1500	306	1800

Associate	65	13.26	75
Corporate	1500	306	1,800
Institutional	250	51	300

**Rational:**

- The Association for the Study of African American Life and History annual membership dues have not been modified since 2014. Since the 2014 modification, our dues have been substantially outpaced by inflation. Between 2014 and the mid-point of 2022, the cumulative impact of inflation has been substantial.
- The Finance and Audit Committee devised an approach to modifying member dues that considered the impact of inflation as measured by the Consumer Price Index (CPI) annual percent of change from 2014 through the mid-point of 2022. For these years, the cumulative CPI average percent change price change is 20.4 percent. This percent change was applied to each membership category. The amounts derived were rounded to end in a zero or a five to reduce likelihood of error when rates are entered or applied.

**Motion:** It was moved by Anita Shepherd that the Audit and Finance Committee recommendation to increase the annual membership dues be approved:

CATEGORY	CURRENT	20.5% CHANGE	NEW RATE
General	80	16.32	95
Senior	55	11.22	65
Student	45	9.18	55
Dual	100	20.4	120
International	100	20.4	120
Interim Life	300	61.2	360
Life	1500	306	1800
Associate	65	13.26	75
Corporate	1500	306	1,800
Institutional	250	51	300

**The motion passed.**

**Motion:** It was moved by Sundiata Cha-Jua and seconded that the student category be desegregated with a break out of graduate, undergraduate, and high school students and create a

new category for undergraduate and high school students with membership annual dues of \$25.00.

There was discussion on the motion regarding the classes of membership in the Association as provided for in the Constitution and Bylaws.

**Motion:** It was moved by Zende Clark and seconded that the motion be tabled and referred to the Governance Committee. **The motion passed.**

## **DEVELOPMENT**

The Development Committee has been meeting to develop a strategy and plan to find new ways to secure funding for the Association. The Association has been facing a deficit since May 2022. While we have reduced some of the deficit, we still need to raise money as the Association is facing a deficit of approximately \$80,000. One suggestion is to use the Association's brand to raise money by selling swag including caps and t-shirts. This will also assist in raising awareness of the Association.

It is imperative that all Executive Council members engage in raising money. Everyone is encouraged to talk to your department chairs if you are associated with a university and all Executive Council members can talk to their friends, colleagues and fellow members of other organizations that you are affiliated with on a professional, community and social level. Additionally, every Executive Council member can write a check. Fundraising for nonprofits is never ending.

There needs to be follow up with the person in Birmingham regarding possible development opportunities and specific contacts, including name and other pertinent information for the Association to contact.

Charles Johnson contacted the doctors who developed the ASALH TV panel. The President and Executive Director met with the President of the National Medical Association. ASALH will partner with the National Medical Association on their voter registration program whereby doctors will encourage their patients during the time of their visit to register to vote and provide a code that can be used with the cell phone.

The Development Committee discussed exploring a partnership with the Links, Inc. There is a potential \$1 M sponsorship that is available if the Association aligns itself properly with the Links, Inc. An ad hoc committee to work on the Links, Inc. opportunity will be formed, and the following Executive Council members volunteered to serve on the committee: Marvin Dulaney, Jeff Banks, Ida Jones, Gladys Vaughn, Gladys Mack and Sylvia Cyrus.

Other possible partnerships include sororities and fraternities. A strategy needs to be developed. Additionally, the Association needs to seek grant opportunities that are sustainable to build capacity. A roadmap of development opportunities is needed and the necessary tools in place to be successful.

ASALH needs to take advantage of our historic sites and the heritage sites initiative and the master cooperative agreement. The National Park Service is open to every federal agency. The

Association needs to fund and staff the National Park Service. This has the potential to be a \$5 M initiative if ASALH staff it; however, Association needs the money to fund the staff position.

Corporations are more inclined to support programs rather than conferences and festivals.

### **ANNUAL CONFERENCE-ACADEMIC PROGRAMS**

The sessions have been scheduled and presenters are confirming their attendance. Virtual presentations are being fine-tuned. We need commentators and volunteers to sit at the APC table. Executive Council members can staff the help desk.

### **PLANNING FOR 2023**

The agenda item planning for 2023 will placed on the September Executive Council meeting agenda.

### **ANNOUNCEMENTS**

Executive Council meeting will be held on Thursday, September 15, 2022. All committees with action items/recommendations for voting must submit a written report with the recommendation(s) prior to the September 12, 2022 Executive and Planning Committee meeting.

Meeting adjourned at 8:29 pm.

Prepared By

Susan Simms Marsh  
Secretary