



American Agricultural Economics Association
555 East Wells Street, Suite 1100
Milwaukee, Wisconsin 53202

AAEA Executive Board Conference Call
Wednesday April 23, 2008
3:00 pm – 4:00 pm CDT

APPROVED MINUTES

Present: Otto Doering III, President; Richard Just, President Elect; Steve Buccola Past President; Damona Doye; Matt Holt; Lisa House; Helen Jensen; Jill McCluskey; Spiro Stefanou

Ex-Officio: David Baumann, Executive Director

Staff: Kristin Agard, Associate Executive Director

Otto Doering, AAEA President, called the Meeting to order at approximately 3:03 pm CDT.

I. Approve January 2008 Board Minutes

Damona Doye moved to approve the January 2008 Board Minutes. Steve Buccola seconded the motion with two corrections. First correction: page one, third paragraph: sentence originally stated: “The Board agreed that due to price constraints and increasing attendance...” to now state “The Board agreed that due to price constraints and decreasing attendance...” Second correction: page three, second paragraph: sentence originally stated: “The Foundation Committee cannot support this proposal for consecutive years” to now state “The Foundation Committee does not anticipate recommending continuous annual funding for the Outreach Committee.” **Motion approved unanimously.**

II. *Choices* Technical Editor and the Submitted Articles Editor

Matt Holt moved to approve Submitted Articles Editor for *Choices* – Clement Ward, Oklahoma State and Technical Editor for *Choices* and *Policy Issues* – Patricia Keough-Wilson. Spiro Stefanou seconded the motion. **Motion approved unanimously.**

III. Outreach Editors selection process review

Holt asked that the Outreach Committee work with the Communications/Publications Committee on future outreach editor selections. Doering said that a memo from the Outreach Committee to the Communications/Publications Committee would be sent in the next few weeks. The memo includes an outline of activities to this point as well as how the Committees should work together in the future. Doering also stated that the call for a Shared Materials Editor would be published in the next *Exchange*. Jill McCluskey asked AAEA Staff to forward the call to the Board before it was published.

The Board reviewed the Draft Thoughts document prepared by Doering. The Board agreed to the following process for selecting editors for outreach activities:

1. Call for Editor goes out in *The Exchange*. Language is drafted by the Outreach Committee Chair with input from AAEA Staff to ensure consistency with standard Call language.
2. Editor applications go to identified AAEA Staff person.
3. AAEA Staff person sends applications to Outreach Committee Chair and Communication/Publication Committee Chair.
4. Outreach Committee and Communication/Publication Committee reviews applications. The two Committees agree to recommend one applicant.
5. Outreach Committee Chair and Communication/Publication Committee Chair write a recommendation to the Board.
6. Board votes on the recommendation.

IV. Foundation Endowment Committee Recommendation

Buccola moved that, subject to stipulations (a) - (c) below, the Board approve SS-AAEA's proposal to create a Person of the Year award and use \$1,576.63 of Foundation money originally approved for another purpose to finance award-related travel in 2008. The stipulations are that: (a) to avoid any public confusion between AAEA and SS-AAEA awards, the award shall be called the "AAEA Students' Section Person of the Year Award"; (b) identity of the recipient of this award must be approved annually by the AAEA Executive Committee; and (c) the SS-AAEA should not assume that Foundation money will annually be provided to finance SS-AAEA award-related expenses. Motion seconded by Richard Just. **Motion approved unanimously.**

V. Monthly financial statements

The Board agreed that the format of the financial statements is meeting Board expectations.

VI. Outreach Budget Update

Just announced that expenses for the first issues of *Choices* under the new management model are consistent with the projected budget. Doering added that the current issue was slightly larger than expected (nine theme articles and one submitted article); however, expenses were kept under control. He expects the number of manuscripts in future issues to be between four and six.

David Baumann noted that additional staff time was used for the first issue of *Choices*. Since staff time is included in the fixed management fee, AAEA will not go over the staff time dollar amount outlined in the outreach budget. However, Baumann and the Board will have to evaluate the amount of staff time dedicated to outreach at the end of the year.

Just informed the Board that the *Choices* Web site is technologically outdated and needs to be updated in order to continue performing properly. There are two options for implementing this update. First, the Web department can simply update the code of the site. Second, the Web department can implement a Content Management System (CMS), which will allow AAEA staff members (not the Web Services Department) to format and post the newest issues of *Choices*. Just outlined the cost associated with each option:

Option 1: code updates
\$1,500 for updates
\$1,500/issue for formatting
\$6,000 total

Option 2: CMS
\$3,200 for CMS development
\$800/issue for formatting
\$5,600 total

Holt excused himself from the call at 3:41 pm CDT.

Just also noted that a CMS would be more cost effective, even if the Board de-funds *Choices* at the end of 2008. Doye asked if the CMS could be used for the other outreach materials. Baumann replied that there is a possibility, but its usage largely depends on how the other outreach materials develop. Kristin Agard added that a CMS would work well for the *Policy Issues* and Shared Materials, but the two products will require unique branding apart from the *Choices* Web site.

Just moved to approve the \$3,200 expense to build a Content Management System (CMS) for the *Choices* Web site. Stefenou seconded the motion. **Motion approved unanimously.**

VII. 2008 Joint Annual Meeting Update (Sunday Session)

Doering stated that the program for the 2008 Joint Annual Meeting was being developed. There will be a Sunday session focusing on the topic of market turmoil. There are several other sessions on Sunday being promoted by AAEA leadership and staff. Stefenou asked that additional efforts be made in order to get the maximum number of attendees at the Sunday sessions.

VIII. 2009 ASSA Update

Just notified the Board that a few proposals for the 2009 ASSA Annual Convention paper sessions have been submitted. He added that he may extend the deadline for proposals in order to get high-quality sessions at ASSA.

Just announced that the TW Schultz Committee is pursuing George Akerlof as the invited speaker. After investigating other event formats for the TW Schultz Memorial Dinner, Just believes the dinner format best suits the event. Agard will send information about other ASSA ticketed events to the Board; however, ASSA staff has indicated that attendance is generally low at all ticketed events. Just noted that AAEA will have to increase promotional efforts to the other ASSA associations in order to increase

attendance at the TW Schultz Memorial Dinner. He also stressed the importance of notifying AAEA members of AAEA activities at ASSA.

IX. Membership Update

The Board reviewed the membership pace report. Agard noted that as of April 22, 2008, AAEA had 2,126 members. On April 30, 2007, AAEA had 2,124 members.

X. Next Board Call

Doering informed the Board that another Board call will need to be scheduled for late May. On the next call, the Board will discuss Track Sessions for 2009, site selection for the 2011 Annual Meeting, and the format for the 2009 TW Schultz event.

Doering asked the Board if they had additional items to discuss.

Buccola suggested the Board consider how to incorporate the Association's broadened name into the names of either (not necessarily both) of our journals. Doering said the issue will be discussed at the July 2008 Board meeting.

Lisa House informed the Board that a member asked her if the Board would support the formation of a new Section in the topic area of risk. The Board was generally supportive and encouraged House to get more information.

Doye announced that the Council on Food, Agriculture and Resource Economics (C-FARE) was planning the second symposium for Environmental *Choices*. The symposium is a supplement to the latest issue of *Choices* and is partially funded by the general AAEA financial support. Baumann said that AAEA staff would post the archived first symposium as soon as the transcription was complete. He also told the Board that he was attending the C-FARE Board Meeting in May.

Agard announced that the organizers of the Michael D. Boehlje Appreciation Club raised over \$12,500. The Club will receive the charter plaque at the Awards and Fellows Recognition Ceremony on Monday, July 28.

Doering adjourned the Meeting at approximately 4:12 pm CDT.