

ACCC ZOOM BOARD MEETING
October 10, 2020

The Fall ACCC Board Meeting was called to order via Zoom by ACCC President Ella Schreiber at 10 am Saturday, October 10. Ella welcomed people and thanked them for attending the meeting and asked for a roll call.

Roll call was taken by Shirley Bormann, Secretary. All Board members were present except Program Director Isabella Guerra Clark. Although not all the clubs were present initially, eventually 15 of the 16 clubs were logged in to the meeting and we have a quorum. (Viewpoint was absent).

Ella asked for an update on the Mailchimp mailings done to market the ACCC Fall Virtual Roundup.

Mailchimp Update – Sheldon (Shel) Wecker mentioned that it is difficult for ACCC to communicate with a lot of club members since many clubs have suspended activities so he set up a Mailchimp account on behalf of ACCC to attempt to communicate ACCC events with club members directly. As Projected Image Chair, he had access to 4 years of digital submissions and he mined the email information to send out several notices. Of the 350 people he emailed, 230-240 opened them, the rest did not answer possibly going into spam and 3-4 unsubscribed. He asked for feedback and suggestions on the messages sent to members for the future. Bernardine Ginsberg said it worked well to stay in communication. Tom Foley said the messages were kept short and simple without being a hard sell. Tom's guess is some people may have refused to open them because they didn't know what they were and perhaps were concerned about Spam. Ella thought it was a great idea for ACCC to reach individual members. Arnie Becker asked who pays for access to the account to send messages out. Shel said the account is free in ACCC's name but since a physical address is required, his address was used. Shel plans on sending out one more message a week before the ACCC Roundup deadline reminding people of the Roundup and deadline to register and asked the club reps for feedback from any of their members. Several clubs said they had not received any feedback. John Gafford of Sedona asked if clubs could share their members email addresses so we would have a more complete mailing list to get more people involved. Tom Foley didn't think it was a good idea because there may be a small number of people who will take offense having their email address given out. Discussion: you can unsubscribe. Some concern we had not asked permission to send emails initially from information extracted from entries, but only 4 people unsubscribed. Susan Cowles said she thinks it's a great idea especially for clubs who don't meet as often or if the club rep forgets to promote or announce that the Roundup or event will be taking place. She said the email from Sheldon is in writing so people who are interested can be reminded and respond. Clubs that are comfortable sending Sheldon a membership email list, he will take; some people are already on the email list but the program will NOT create two entries so people will not get two emails. Anyone can unsubscribe if they do not wish to receive.

Registration update on Fall Roundup – Cindy Marple said that Colleen is on a photo trip and is out of touch but she had sent Colleen an email asking for an update. She will let us know soon how many are registered. (*Cindy subsequently reported that 57 people are already registered.*) It was asked how many people entered the ACCC digital competition. Dick Soderholm, Treasurer said that he received notice of payments from 119 people for 976 images. Sheldon Wecker, Projected Image Chair said that he had 118 people and 974 images; said there were two duplicates which were removed.

Competition – Jim Warthman, Competition Secretary said he was pleased to work to coordinate this digital competition with Sheldon Wecker and Tom Foley who is involved since there are no prints this time. Jim said Tom helped with some things and that Sheldon has been busy doing zillions of things.

Treasurer's Report – Dick Soderholm – said the bank balance was just under \$5900. The PayPal balance (from competition) is about \$912 is not included. Dick doesn't see registration monies since they are sent directly to Colleen

Honors Committee – John Frelich, Honors Chair said four names were submitted; they are waiting for one more vote. Said 5 people are on the committee (Sandy Kwas, Lynn Thompson, Maryann Rapp, Bernardine Ginsberg and John Frelich). John said he went back to the 70s and created a spreadsheet of honorees awarded each year so that the next person who chairs the Honors Committee can just fill in the names of new honorees and the list will be up to date. He said people are presented Associates awards but we forget about appointing subsequent awards to volunteers such as Fellows and Honorary Fellows and we should be considering people for those awards as well. John was complimented for doing a great job.

Program Chair – Isabelle Guerra Clark was not present but Ella reported that Isabelle has confirmed our speaker for next spring is **Darrel Gulin**, a Canon Explorer of Light and well known speaker is comfortable using either Zoom or attending the Roundup in person.

Next club to host in-person Roundup? Arnie Becker asked which club was responsible for the next in-person Roundup? Shirley Bormann said the Board had made a decision last spring that Grand Photos is responsible for the next in-person Roundup. The Board had agreed to delay the rotation of clubs hosting until after we can meet in-person again.

Roundup Review - It was asked if there was a way to talk to Colleen after the Roundup? Ella said an Executive Committee meeting is scheduled for the following day (**Sunday, November 15 at 1pm**) to discuss the Roundup.

Chronicle - Bernardine Ginsberg, Chronicle Chair said the deadline for the Chronicle is **January 3** for all articles and deadlines. She said the Special Awards will also be listed so she will need a listing those as well.

Nominating Committee – Chair Stan Bormann said Harald Johnsen, our President Elect, had never planned on taking over as President and has just agreed to be a placeholder but the time has come to get someone in the position so that they are ready to take over when Ella Schreiber retires. He said he has contacted a lot of people and also had been in touch with Ella and believes especially now when we can't have in-person Roundups that the next President should probably come from those of us who are present today – someone on the Board or who is actively involved in their club. So far no one has agreed to step up but the urgency is greater. Please consider and let him know if you are willing to step up.

Club Request received – Ella mentioned that one of the clubs had requested how to get the Zoom connection so the club could host Colleen's event and watch it together and charge a little extra so the club could benefit a little from the event. Ella said that Colleen is our speaker who is doing us a favor in both allowing us to use her platform and to host this Roundup for us and that any attempt to use any proceeds that should be going to her was unethical. John Frelich said we had an agreement with Colleen to require people to register individually and we agreed to NOT make any money on the side so the club should not do this at an ACCC event. It was made clear that ACCC will not sanction or condone behavior that is deemed as not meeting the spirit of our standards or standards of the guest speaker or program. After a long discussion, both the club's president and club representative said they would respectfully rescind their original request.

State-wide ACCC Roundups – Virtual Zoom Roundups were discussed, perhaps having four a year or a hybrid version of our “real live” Roundup for the future. Discussion that there is a potential for hybrid Roundups, maybe just have several speakers and have competitions only at a few but it would be nice to reach more Arizona photographers. If we can get a speaker and pay the normal amount of \$200 honorarium, we could probably have Zoom meetings and reach the more distant clubs to get a broader area of Arizona, not just Phoenix and a few other cities involved.

Ethics Chair – Harald Johnsen – Harald said we just discussed the issue and there is nothing further to talk about.

Judging – Bernardine Ginsberg asked when the projected image judging from this competition will take place. Shel said he will set up the secure access to SmugMug, then get the images ready (has to do some micro-surgery) on parts to remove the identification tag. When he is finished, they will be sent out to the judges and when he gets results back from the initial rounds of judging, he will have to get all three judges together to choose awards so expected to finish judging within the next two weeks.

Special Awards – Tom said three judges have clubs that give special awards so that should help in choosing then.

Judging systems being used by clubs – Arnie Becker, Grand Photos, asked what are other clubs doing for judging competitions? Jim Smith said Saguaro uses Visual Pursuits and Go to Meeting with no problem. John Gafford said Sedona uses SmugMug 80-90 percent of time? Randy Vlcek, Pebblecreek said he is from Chicago and their large area wide group there (CACCA) uses a good software package that someone there developed. He will check to see if they license it.

Virtual Judging Software Discussion – It was mentioned that PSA used a good program developed by Arnab from India but he charges \$450 per competition! Susan Cowles mentioned there is another Indian software package (Pixel) that she is not fond of. Sheldon said Salon Software is good but is not supported anymore which is why PSA went to Arnab from India. Tom Foley thought the software that Shel is using from SmugMug should be good, although it may get complex to put images in collections, prepare the spreadsheet and said it can become microsurgery to move around information.

Club Awards – Tom Foley, Print Chair brought up the topic of club awards which are presented annually at the Fall Roundup to recognize club achievement. The winning club in each Division is determined by taking each club’s top 13 scores in the Print Division and the top 11 scores in the Projected Image Division. Scores are calculated separately for each Roundup, then added for the overall annual score. He said there are two major issues:

He said in the past there were 5 categories in Projected Images and 6 categories in Prints. He explained that for Prints he took the top 13 scores because there was one more category in spring and fall. The logic was that in order to be a Club award, there had to be more than one person whose images in the club counted toward the total.) This year because Projected Images increased to 6 categories from 5, and Prints stayed the same (6 categories) he believes that instead of counting just the 11 top scores from Projected Images, we should count the same number of top scores from the Prints.

First Motion: A motion was made by Tom Foley, seconded by Ella Schreiber, that starting this coming Roundup next month, the Club Awards will be based on the top 13 scores from Projected Images as opposed to the previous top 11 because the number of categories increased. (Print numbers remain the same.) **The motion passed unanimously.**

Second motion: Tom brought up is that since we cannot have a print competition or exhibition this fall because of the pandemic, that the Club Awards for Prints will be based solely on this year's Spring Roundup instead of carrying this spring's competition numbers over into next year.

Stan Bormann made the motion that the Club Awards for Prints will be based solely on the Spring Roundup this year. The motion was seconded by Cindy Marple, vote taken and it was passed almost unanimously with Saguaro giving a negative vote. **Motion passed.**

After a general discussion, a motion was made to adjourn by Shirley Bormann and seconded by Jim Smith. All approved and the Meeting was adjourned at approximately 11:30 am.

Respectfully submitted,

Shirley Bormann
ACCC Secretary