

**ASSOCIATION FOR CONSUMER RESEARCH
115 CHESTER PARK BUILDING
31 WEST COLLEGE STREET, DULUTH, MN 55812**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
NOVEMBER 20, 2020, 2:00 P.M.**

BOARD MEMBERS:

Rajiv Vaidyanathan
Darren Dahl
Kristin Diehl
Eileen Fischer
June Cotte
Maura Scott
Stefano Puntoni
Cait Lamberton
Rebecca Reczek
Nitika Garg

NON-BOARD MEMBERS:

Selin Malkoc
Nailya Ordabayeva
Jen Argo
Samantha Cross
Brennan Davis
Angela Lee

Minutes were prepared from an audio recording by Mary-Margaret Scrimger of Minutes Solutions.

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 2:00 p.m (CST).

2. ACR CONSTITUTION/BYLAWS UPDATES

One comment was received regarding the constitution and bylaw updates suggesting changes to the harassment and sexual harassment protocols. Formal reprimands were previously discussed. The Association does not have the resources within this domain. Concern was also noted the potential legal risks. There needs to be cultural changes to ensure negative events do not occur. The changes have captured the addition of the equity, diversity, and inclusion (EDI) champion.

ACR's auditor has also recommended a review of these documents by not-for-profit legal counsel. It was noted earlier that the document referred to as the constitution is actually a set of bylaws. We will get expert advice on this.

Darren expressed sincere appreciation to Kristin Diehl for leading the efforts on this.

On a motion made by Darren Dahl, seconded by Eileen Fischer, it was resolved to approve the ACR constitution and bylaw updates, pending legal consultation. Motion carried.

3. SOMAN MEMO

The Board discussed Dilip Soman's memo on conference structure with a recommendation that we have a virtual conference on a regular schedule. The Board discussed appetite for virtual conferences, the positive and negative impact to the community, improvements to the conference, accessibility, and engagement. The Board discussed capitalizing on the benefits of virtual conferences. However, there is still a need for in-person conferences and so we should continue planning for in-person conferences supplemented by more opportunities during the year for online interactions.

Zoom may not be ideal for the newcomers' breakfast and receptions and there was discussion of other social meeting platforms for future conferences. The Board discussed ways of taking advantage of online interactions on an ongoing basis.

Eileen will communicate with Dilip Soman and respond to his memo on behalf of the Board.

4. TCR GRANT

An anonymous donor donated \$20,000 to TCR and they have requested that the Association match this donation. The Board has concerns regarding the equity of this funding. Historically, this has been a contentious debate. The intent of the initial funding to the TCR was to seed-fund the initiative. Past boards intended to gradually reduce funding to the TCR. The TCR and one other subgroup are the only subgroups that receive funding, although the other subgroup receives less funding.

It was reiterated that TCR is a popular subgroup within ACR and we should support their efforts. The TCR's intent was to increase research in this area and it has been successful. The TCR's scope has broadened since it was established. However, we need to ensure equity for all research groups.

It was noted that supporting TCR does not mean that the Association must fund the TCR. The Board discussed the relationship between the TCR and the Association in detail, and historically opinions have differed significantly on how to proceed. The sentiment of the Board was that TCR funding was always intended as seed funding for the new initiative and that future allocations should be based on submitting competitive proposals.

On a motion made by June Cotte and seconded by Eileen Fischer, it was resolved that ACR will allocate to TCR \$10,000 for 2021 and \$5,000 in 2022 as the final ongoing funding for TCR efforts. The motion passed.

5. ACR SHETH FOUNDATION ENDOWMENT

Rajiv is working with the accountant regarding ACR's endowment to the Sheth Foundation in the amount of \$150,000. The accountant is concerned that this amount is too small. More information will be forthcoming. Rajiv will be working with them to set up the endowment correctly. A clear policy is needed on how the endowment will be spent and invested over time.

6. ADJOURNMENT

There was no further business of the Association to transact; the meeting was closed at 3:20 p.m (CST).

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Board of the Association for Consumer Research. This document shall not be considered to be a verbatim copy of every word spoken at the meeting.