

Board of Directors Meeting Minutes

Tuesday, August 6, 2019, 11 a.m. – 12 p.m. ET

IN ATTENDANCE (ALPHA ORDER)

Monica Baskin, PhD President-Elect*	Kevin S. Masters, PhD Editor, Annals of Behavioral Medicine	Margaret Schneider, PhD Member Delegate*
Heather Cole-Lewis, PhD Chair, Digital Health Council*	Megan McVay, PhD Chair, Publications and Communications Council*	Rachel C. Shelton, ScD, MPH Member Delegate*
Michael A. Diefenbach, PhD President*	Suzanne Miller, PhD Editor, Translational Behavioral Medicine	Monica Wang, PhD Chair, Civic and Public Engagement Committee
Brian D. Gonzalez, PhD Chair, SIG Council*	L. Alison Phillips, PhD Chair, Program Committee	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Akilah J. Dulin, PhD Chair, Health Policy Committee	Lila J. Rutten, PhD, MPH Member Delegate*	
E. Amy Janke, PhD Chair, Scientific and Professional Liaison Council*	Rajani S. Sadasivam, PhD Editor, SBM Website/Social Media Team	

* = voting member; quorum = 7 voting members

REGRETS (ALPHA ORDER)

Joanna Buscemi, PhD Chair, Health Policy Council*	Lisa M. Klesges, PhD Chair, Development Committee	Sherry Pagoto, PhD Immediate Past-President and Chair, Nominating Committee*
Amy Huebschmann, MD Chair, Education, Training, and Career Development Council*	Crystal Lumpkins, PhD Editor, Outlook	Dori Steinberg, PhD, RD Co-Chair, Program Committee
Robert M. Kaplan, PhD Chair, Awards Committee	Scherezade K. Mama, DrPH Chair, Membership Council*	

STAFF AND GUESTS (ALPHA ORDER)

Lindsay Bullock Executive Director	Robert Carroll Media and Member Communications Manager	Andrew Schmidt Program Manager
Angela Burant Meetings Manager	Rachel Mizar Senior Meetings Manager	Tara Withington, CAE Consulting Partner, SBM

CALL TO ORDER AND CALL FOR DISCLOSURES

The meeting was called to order at 11 a.m. ET. No conflict disclosures were made.

CONSENT AGENDA

MOTION: Dr. Diefenbach moved to approve the July Board meeting minutes. Dr. Gonzalez seconded. The motion carried.

BOARD SOCIAL MEDIA FORM

SBM is introducing social media guidelines for all members of the Board of Directors, as well as any SBM member who runs or posts to an SBM account, including all SIG accounts and any social media takeovers. All members of the Board, and all SBM members who run or post on the aforementioned accounts, will need to sign a social media agreement form.

The social media agreement form for Board members applies to their personal and professional social media accounts. The agreement does not intend to infringe on first amendment rights, but rather reminds Board members that they are ambassadors for the society, and that their online presence should reflect that. The agreement also disallows Board members from speaking on behalf of SBM without approval, or using the logo or other copyrighted materials without consent.

The social media agreement form for SBM account managers and posters reminds these members that all posts are property of SBM, and that SBM retains the right to delete any posts or accounts without reason. SBM members that sign the document agree to post within the guidelines or risk review by the Board.

MOTION: Dr. Janke moved to approve the social media agreement forms. Dr. Diefenbach seconded. The motion carried.

All Board members should sign the form and return it to staff.

INVESTMENTS POLICY AND FUNDS TRANSFER

Dr. Winter presented SBM's investment policy proposal, which is based on those of other EDI clients and has been reviewed by SBM investment manager Capital Counsel and by the full SBM Finance Committee. The investment policy defines how SBM assets are allocated between cash, stocks, and bonds, provides guidelines for fund rebalancing, and states restrictions on fund allocation (e.g., investing in tobacco or firearms companies, investing in real estate).

MOTION: Dr. Winter moved to approve the SBM investment policy. Dr. Gonzalez seconded. The motion carried.

Dr. Winter reported that SBM has three cash accounts in the amounts of \$730,000, \$150,000, and \$150,000. The society has \$3.3 million in total assets. Based on projected cash flow and expenses, SBM's Finance Committee recommends moving \$300,000 in cash assets into the society's Capital Counsel investments. This would effectively close the two existing \$150,000-balance cash accounts. SBM investments are currently 73% stocks, allocated among 12 different companies. Eight of the 12 increased their value in the last quarter; during that quarter, SBM's portfolio advanced 6% compared to only 4.3% advance by the S&P 500.

MOTION: Dr. Winter moved to approve a \$300,000 cash transfer to investments. Dr. Diefenbach seconded. The motion carried.

2020 MEMBERSHIP DUES

Dr. Diefenbach explained an SBM dues increase for 2020 is recommended as part of SBM's regular dues increase schedule and to help offset the cost of the 2020 Annual Meeting, which will be approximately 30% more expensive than the 2019 meeting due to high labor costs in San Francisco. SBM traditionally raises dues every 2-3 years, with the most recent dues increase occurring in 2018. Dues increases have not historically impacted renewal or join rates. Dr. Diefenbach presented two dues increase proposals. The first has relatively even increases for all member types; full membership dues would increase by 9.5% and student dues would increase by 11%. The second proposal features a very low (1%) increase for students and, as such, a higher (11%) increase for full members. Either proposal would allow SBM to bring in an expected additional \$50,000 to fund activities in 2020. Both proposals also keep SBM dues rates in line with other peer organizations, based on a staff analysis of dues rates at 30 other organizations.

The Board discussed a combination of the two proposals and decided on the following dues structure:



Full Member: \$350

Translation Year 1: \$185

Translation Year 2: \$260

Student/Trainee: \$105

As a non-voting member of the Board, Dr. Dulin stated her opposition to the dues increase. She mentioned concern about the cost of dues among the membership, as illustrated in surveys conducted by the SBM Membership Council that show many members pay for dues out of their own pockets, not via employers or grants.

MOTION: Dr. Diefenbach moved to approve the new SBM membership dues rates. Dr. Gonzalez seconded. The motion carried.

ADJOURN

The meeting adjourned at 11:53 a.m. ET.

Minutes submitted by R. Carroll on August 20, 2019.