I. Call to order - The meeting was called to order by SERMACS Inc. Chair, Marc ter Horst at 12:25PM on Saturday, November 03, 2018 in Augusta Marriott, Lamar A.

II. ATTENDANCE: Executive Committee: Herman Holt, Jr. (Western Carolinas); Will Lynch (Coastal Georgia Section); Tad Whiteside (Savannah River); Marc ter Horst (North Carolina Section); Chris Bannachie (Savannah River, SERMACS 2019); Jordan Poler (Carolina Piedmont, SERMACS 2017, Chair-Elect);
Regional Board: Al Hazari and John Larese (East Tennessee); Genessa Smith (Kentucky Lake); Sen Li and John Engelman (Northeast Tennessee); Tracy Hamilton (Alabama); Anne Gordon (Auburn); Marie Bourgeois (Tampa Bay); Zaida C. Morales Martinez (South Florida); An Phong Le (Florida); Rigoberto Hernandez, Terry Say and Cheryl Trusty (Georgia); Stephanie Myers (Savannah River); Linda Shimizu (South Carolina); Zachary Davis (Western Carolinas); Lynnette Watkins (Virginia); Heather Clontz (Carolina Piedmont).

III. Introductions and Agenda (Marc ter Horst)

IV. Meeting Status Reports
   a) 2017 Carolina-Piedmont Section, Charlotte NC (wrap up, Poler)
      - Nice feedback was received regarding the meeting.
      - Both vendor and grad school booths sold out.
      - There were 5 plenary speakers and 4 workshops.
      - There was a total of 1455 abstracts. Of the 1440 presenters, there where about half that were undergraduates
      - Registration was intentionally kept the same/consistent as other meetings, while also reducing student registration to $30 from $50.
      - The concept “Framily Plan” was a good thing and found to be helpful for families.
      - Finances: Total attendance 2228
      - Income: Reg.: $136,595, $48,625 (compted)
      - Budgeted expenses: $317,835; Actual expenses $215,227.
      - Food and Beverage total $66,729; Program support $43,647
      - Tour busses costs were about $3000 and recommended to not do this again.
      - The meeting thus netted $93,326
      - Local Section will net $74,661 after reimbursing SERMACS 20% of $18,665.

   b) 2018 Savannah River Section, Augusta, GA (Bannachie)
      - There were 1150 abstracts and 1600 registrants and 350 vendors. Likely received more revenue due to late registrations.
      - Storms impacted registration/communication.
• Landmarking map went up well and there will be a plaque mounting soon.
• Grad school fair is going well and the poster session is in progress
• Early lessons learned:
  o No aluminum water bottle (nuisance to produce)
  o Pens are popular
• Six full undergrad oral sessions
  o Few withdrawals despite it being midweek
• MAPS folks are our friends
• Robin worked with the Board to make accommodations related to the storm
• Lessons learned:
  o co-Chairs a good thing which allows for fewer individual headaches
  Complementary interests helped
    ▪ Duties split as they came up; able to utilize interests
  o “Big Board’ grid was very useful for planning programs vs. using linear excel lists
  o Reach out for plenary two years out; Allan Marshall was secured three years in advance
  o Obtain a good team!
  o Increase attendance at the plenary:
    ▪ More signage and more communication such as emailing ahead and poster in front of the room could have helped. Having a Facebook page included ~125 follows.
Educational Programming: Abstracts vs. workshops
  If speakers are in other parts of the program, then perhaps they are likely best as abstracts.
• Consider Las Vegas signs (777-SIGNS) $45, fast; typically one week turnaround
• Mobile app download
  ▪ Somewhat of a challenge was expressed
  ▪ Running up against limits (~110/190 limit)
  ▪ More than 9 banners needs expansion permission

c) 2019 Coastal Georgia Section, Savannah, GA (Lynch)
• Meeting to be held October 20-23, 2019 (Sun-Wed).
• Timing is consistent with national chemistry week.
• Hotel Rate = $189/night, starting Saturday night (October-November prime tourism rate) weekend hotels costly and not available.
• Website is up and running.
• Leadership team is in place. Called team 2001 into action for 2019.
• Brent Foske will serve as program chair and is doing a good job
• There are about forty symposia lined up.
• Exhibit chair up and running
• Our team is holding monthly meetings.
• Planning to have the undergraduate sessions at the front end of the meeting, such as Sunday into Monday and the grad fair is planned for Sunday night.
• High school teachers also planned at the front end.
• Food and beverage $45,000 (Augusta model = $42,000)
• Estimated participants = 1400;
• Estimated loss = $38,000
• Planning to subsidize individual symposium $500 w/match
• Sponsorships are starting to roll in.

d) 2020 Joint with SWRM, New Orleans (Lynch; Sean Hickey in absentia)
• Hotel will be the Hilton New Orleans Riverside @ $189/night.
• Dates will be Wednesday October 14 through Saturday October 17
• Food and Beverage expected to be about $80,000
• Profit expected to be about $75,000
• Planning on 1550 registrants at the following registration costs: $200 members, early; $250 late registrants; $75 undergrad; $125 grad.
  o Registration fees for New Orleans called into question (high), about 40% of national fees. Call for steering committee to turn over budget to Board followed by a conference call to approve, including feedback (Tad motion, Lynch second), Unanimous approval.

e) 2021 Alabama (Hamilton)
• Verbal report was provided for 2021 update.
• Alabama/Auburn sections will co-run the meeting.
• Actively filling out the composition of the Board.
• Chair roles are filled and committed.
• Leadership team is negotiating contract with Sheraton downtown. There is a Convention Center upgrade due to World Games 2021.
• Moving the date to November 10-13 (Wed-Sat) will help to negotiate the contract.
• Looking at a $34,000 food cost at minimum.
• Hotel costs estimated at $149/night; $159-169 for triple/quad; parking (~$7-14) not included in the rate.

f) 2022 San Juan, Puerto Rico (ter Horst; Montes in absetia)
• Executive Board approved the bid.

V. Bids for 2023
• Chair ter Horst recused himself as Chair for 2023 bid. Chair-elect Poler led the 2023 bid.
• Bid order is based on priority of region in the bylaws.
  a) North Carolina Bid
  o Dates: October 25-29 (preferred); November 1-5 (alternate); November 8-11 (alternate).
o Raleigh/Durham
  ▪ Durham convention Center
  ▪ Hotel, parking Carolina Theatre
  ▪ Concern: is there enough space
o Raleigh Convention Center (preferred)
  ▪ 2012 meeting was a success there
  ▪ Quality venue includes good hallway space and
    • plenty of meeting rooms.
o Budget will follow 2012 (North Carolina) model which was profitable.
o Registration fee will be on par with other meetings.
o Volunteer list populated with 200 years of ACS experience
o NC museum of natural science and attraction.
o SEMRC agreed to collaborate; other partnerships include: ABRF; Sigma Xi; NC Science Teachers
o Triangle industry provides career fair opportunity.

b) Georgia Section (Terry Say)
o First the section expressed their concern about being out-sequenced for bidding (missed bid for their section based on bylaws); This issue raised was consequentially discussed for several minutes.
o Georgia section would like to have SERMACS 2023 in Atlanta, and are thus making a formal bid.
o They have a good volunteer base and previous SERMACS experience.
o There are many options to accommodate large attendance size of SERMACS
o SERMACS 2003 attendance was 1626 and 2013 attendance was 1754.
o Atlanta would like to be considered for SERMACS 2025.
o Atlanta will hold the National ACS meeting in 2021 and 2027.
o There was a presentation of the ATL airport promotion highlight.
o Plenty of feasible transportation in Atlanta and hotels have airport shuttles
o Industry in the area is profitable and plentiful.
o Atlanta will provide a diverse meeting atmosphere.

• Motion was to approve North Carolina Section for SERMACS 2023, and subsequently seconded with an unanimous vote.

VI. Minutes from November 3, 2019 were approved (Alabama motion/Western Carolinas seconded) by the Board

VII. Chair’s Report – Marc ter Horst (North Carolina Section)
a. The opportunity for more leadership training for regional chairs with involvement at leadership workshops and conferences, specifically Leadership Institute and Regional Meeting Planning Conference (RMPC); There seemed to be good communication between regional chairs.

b. Chair ter Horst complemented Jordan on his future efforts as Chair

VIII. Treasurer’s Report – Tad Whiteside (Savannah River)

- The projected budget for 2019 is $199,892.99. This budget is up from 2017 and 2018, $192,747.04 and $194,872.34 respectively.
- There was an amount of $18,665 reimbursed for SERMACS 2017
- Anne Nally award included $1800 and $300 for a plaque.
- Treasurer Whiteside has decided to not seek re-election as Treasurer.

IX. Chair Elect’s Report – Jordan Poler (Carolina-Piedmont)

- Chair Elect Poler interested in working with groups without SERMACS in 6 years; He also encouraged the people in the room with experience being able to help others plan meetings
- 2007 SERMACS report can be a template to plan other meetings; Meeting planners can work with ACS regarding budget and SERMACS meetings. No report to provide.

X. Immediate Past Chair’s Report – Will Lynch (Coastal Georgia)

- No Report

XI. Secretary’s Report – Herman Holt (Western Carolinas)

a. Nomination and selection of 2019 Chair Elect, The Chair Elect becomes chair after the following SERMACS Board meeting.

b. A nomination was made for Chris Bannochie (Savannah River), which was accepted for chair elect of the board. Motion passed unanimously.

c. Elections 2019

Chair-Elect for 2020 and Chair 2021 to be elected in Savannah

Treasurer for 2020-2022 to be elected in Savannah

Secretary for 2020-2022 to be elected in Savannah
XII. Old Business

No old business discussed.

XIII. New Business

- General Discussion included the need for a new website that is clean, user friendly, and has proper mobile phone/tablet access and nice aesthetics on these devices.
  - There was a motion (Savannah River/Bannochie, Knoxville seconded) to hire a professional webmaster by January 1st, 2019 to redo the current SERMACS, Inc. website and to continue maintaining it. There was a question regarding the cost (Ter Horst). It was suggested to remain under a particular threshold.
    - Chair/Chair-Elect Poler believes $2500.
  - We should incorporate into a listserv the Local Section reps (37 sections). ACS should give a list of officers. Also include everyone signed into this meeting.
- There was a discussion regarding travel grants, specifically for undergraduates. There is a YCC travel grant program which was modified to diversity(?) travel grant.
  - There were 60 applications using a Google Account and 20 awards were made times $250. These grants were recognized at the diversity luncheon. Rubrics were utilized for awarding them. There should be a follow-up with them to determine the impact of the award.
- There is a proposal to reach out to senior chemists.
- There was a discussion of the use of equipment for the SERM Board meeting
  - Pass on equipment to the next section for the meeting.
  - Other sections are purchasing equipment
  - Pay for support packages.
  - Costs for AV are $38K to $40K (also $50/day per room for clickers)
  - Florida section asks organizers to bring their own equipment

XIV. Motion to Adjourn (Bannochie, Poler Seconded) at 3:09PM