American Academy of Optometry
Board of Directors Meeting
May 5-6, 2017
Hilton Head Island, SC

I. Call to Order

Dr. Shovlin called the meeting to order at 7:50 am. In attendance were Drs. Shovlin, Bence, Caffery, Cotter, McMahon, Kollbaum, Walline, and Spear. Staff in attendance were Ms. Schoenbrun, Ms. Viksnins, Ms. Kidd, and Mr. Jones.

A. Approval of Agenda

17-05-01 MSC (Caffery, Kollbaum, unanimous) To approve the agenda with the following additions and deletions:

Additions

II.B.2. Student Code of Conduct (Schoenbrun)

IV.L. Website Update (Kollbaum)

IV.M. School Visit to SCCO (Walline)

Deletions

V.A. Appoint Dr. Caitlin Miller as new Faculty Liaison from Midwestern

V.B. Additional OVS Board Member

B. Approval of Consent Agenda

17-05-02 MSC (Kollbaum, Walline, unanimous) To approve the consent agenda with the following addition:

V.A. Appoint Dr. Caitlin Miller as new Faculty Liaison from Midwestern University School of Optometry

II. Report of the President and Executive Director

A. Report of the President

1. Agenda for Meeting with AOA Board

Dr. Shovlin reviewed the joint AOA/AAO meeting agenda.

2. Conference Call with AAOPth

Dr. Shovlin noted that he has not received a report from Dr. David Parke, ECO of the American Academy of Ophthalmology (AAOPth), from recent phone call of board members from both organizations. Once he has received the report, he will pass it on to the rest of the board.
3. Executive Director Contract

Dr. Shovlin noted that the Board will go into Executive Session at 12 noon to discuss the Executive Director’s contract.

4. 2nd World Congress in Hyderabad

Dr. Shovlin discussed who will be attending the 2nd World Congress of Optometry in Hyderabad, India. Dr McMahon will be attending the meeting, and Dr. Shovlin is hoping to attend.

5. Finalize Dates for the 2018 Board Meetings

Future 2018 meeting dates were finalized and are as follows:

- January 12-13, 2018, Orlando, FL
- April 13-14, 2018, Nashville, TN
- July 27-28, 2018, Location TBD
- November 5 & 10, 2018, San Antonio, TX

Dr. Shovlin will decide later the location of the July 2018 meeting.

B. Report of the Executive Director

1. Staffing Update

Ms. Schoenbrun updated the board on the recent hiring of Ms. Zaide Laboy, the Academy’s Receptionist. She was originally a “temp-to-perm,” and after showing that she is a good “match” with the Academy’s needs, she was hired as a regular employee.

2. Student Conduct

Ms. Schoenbrun provided the board a copy of the proposed Student Code of Conduct.

**After discussion and editing by the Board, there was consensus to adopt the Student Code of Conduct as a generic policy rather than geared toward just AM 2017 Chicago. (See Attachment A.)**

Ms. Schoenbrun will adjust wording to accommodate everyone, not just students, as well as make the policy a standard policy.

III. Environmental Scan

Dr. Spear provided the board with a background on his work.

IV. Feedback/Input/Discussion (and possible action)

A. Finance Committee Report

1. Review and Acceptance of Form 990

Mr. Jones reviewed the Form 990 with the board.

**17-05-03 MSC (McMahon, Caffery, unanimous) To approve the Form 990 as presented.**
2. **FY17 YTD Financials Report**

Dr. McMahon reviewed the FY17 YTD Financial Report with the board.

*There was consensus to accept the FY17 YTD Financial Report as presented.*

3. **Investment Report**

The board reviewed the current investment report and noted no concerns.

4. **WCO Request to Provide Funding for Hyderabad Meeting**

Ms. Schoenbrun and Dr. McMahon reported to the board that the World Council of Optometry (WCO) has approached the Academy for financial support regarding the WCO 2nd World Conference in Hyderabad, India.

*There was consensus to provide $4,000 funding to WCO, and ask WCO to select the speaker(s).*

5. **Optical Foundation Travel Grant Proposal**

Ms. Schoenbrun reported that the Finance Committee had reviewed the proposal from the Optical Foundation to fund a travel grant in the amount of $2,500. The Finance Committee did not recommend that the Academy participate, and the Board agreed, noting that it could lead to many more funding requests for optometrists from outside the US.

6. **FY18 Proposed Budget**

Dr. McMahon proposed the FY18 budget of $5.9 million to the board.

**17-05-04 MSC (Caffery, Cotter, unanimous) To approve the budget as presented.**

7. **Proposal to Reorganize and Increase Number of Staff**

*The board went into Executive Session at 10:15am with Ms. Schoenbrun present to discuss a proposal to increase staff.*

*Executive Session ended at 11:15am.*

8. **Proposed Revisions to Per Diem and Volunteer Travel Reimbursement Policy**

Dr. Cotter reviewed the proposed changes to the Per Diem and Volunteer Travel Reimbursement Policy. The proposed changes would not be implemented until FY19. There were many questions, and because of limited time, further discussion was delayed until a future face-to-face meeting.

*The board went into Executive Session at 12:10 pm without the Executive Director, to discuss the Executive Director’s contract.*

*Executive Session concluded at 1 pm, and staff rejoined the meeting.*

B. **Academy 2017 Chicago**

1. **Registration Update**

Ms. Schoenbrun reported that there are currently 933 attendees registered for Academy 2017 Chicago.
2. **Banquet Decision**

Dr. Caffery discussed the proposed changes to the banquet for Academy 2017 Chicago. There will be food stations, live music in background, videos of those who passed their exams. The dress will change from formal to casual.

3. **Exhibits Report**

Ms. Schoenbrun reported that the total exhibits’ revenue for Academy 2016 Anaheim was $854,900. The exhibits’ revenue budget for Academy 2017 Chicago is $850,000, and as of April 27th, exhibits’ revenue is $190,000 higher than at the same time in 2016. 105 companies have already committed, compared to 90 at the same time in 2016.

4. **Corporate Support**

Ms. Schoenbrun noted that things are moving along nicely.

5. **Section/SIG Symposia**

Dr. Shovlin noted the symposia for Academy 2017 Chicago look exceptional.

6. **Joint AAO2AAO Symposium**

Dr. Caffery noted that all coordination for the joint AAO2AAO symposium has been completed. There will be two ophthalmology speakers, two optometry speakers, and she will be the moderator.

7. **Leadership Course on Board Participation**

Dr. Caffery proposed having the Leadership Committee host a breakfast during the Annual Meeting for anyone interested in being on the Board. There would be a current board member speaking. It was decided to begin this event at Academy 2018 San Antonio, and Dr. Caffery will inform the Leadership Committee of the new charge.

C. **COPE/Continuing Education – Future Direction**

The Board still has concerns with the Association of Regulatory Boards of Optometry (ARBO) governance of the COPE provider accreditation process. The Academy, ASCO and AOA Boards are working to find a solution that involves all the stakeholders, including ARBO, as the state boards are the regulatory bodies for state licensure renewals.

*The meeting recessed for a joint meeting with the Board of Trustees of the American Optometric Association (AOA) at 1:55pm.*

*The Board of Directors meeting reconvened at 4:40pm.*

D. **FDR Study Groups**

Dr. Kollbaum raised issues with the Board concerning FDR Study Groups seeking and obtaining funding for research projects where the funds are managed by the Academy, but no other oversight or guidance is provided. There are legal concerns about scientific research being conducted under the Academy’s name but with no oversight. It was agreed that Drs. Walline and Kollbaum will create an initial set of “guardrails” of a process for review, that would allow enable the Academy to delegate the legal and ethical liability to other institutions that provide IRBs, etc. The Academy will also work toward applying
this checklist to all research funded by the AAO (e.g. the Career Development Award and the Clinical Research Award) and AAOF (e.g. Allergan, BSK, etc.).

The meeting recessed at 6:30 pm on May 5.

The meeting reconvened at 7:50 am, May 6. Dr. Caffery was not in attendance.

E. Creation of Standing Personnel Committee

Dr. Shovlin suggested creating a standing Personnel Committee that would be made up of three members: a Past-President, the current Immediate Past President, and the rising member of the Board who is not a member of the Finance Committee. Ms. Schoenbrun explained the reasons she has proposed such a committee: to be a sounding board on personnel matters, to provide input to the Executive Director from the Board’s perspective, and to consider requests from the Executive Director for additional staff and make recommendations on the same to the Finance Committee when they deem appropriate.

17-05-05 MSC (Spear, McMahon, Caffery absent) To approve the creation of a standing Personnel Committee, and to appoint Drs. Mark Eger, Brett Bence, and Jeffrey Walline to serve for the current term of office.

F. Consensus on a Systems-Based Approach to Children’s Vision and Eye Health

Dr. Cotter informed the board that the Academy has been requested to sign on to the consensus statement, “Developing a Consensus on a Systems-Based Approach to Children’s Vision and Eye Health.” However, Dr. Cotter recommends inviting the American Optometric Association (AOA) to sign on, as well, prior to the Academy signing.

There was consensus, with Dr. Caffery absent, to sign the Consensus Statement, Developing a Consensus on a Systems-Based Approach to Children’s Vision and Eye Health,” and to invite the AOA to sign on, as well. (See Attachment B.)

G. Creation of Online Learning Committee

Ms. Viksnins asked the Board to create a committee to help with the evaluation of content for online learning. Ms. Viksnins proposed eight names to be members, and suggested that the Lectures & Workshops and Scientific Program Committees nominate one person from each committee to be a liaison. Ms. Viksnins will also develop a charge for the committee.

17-05-06 MSC (Kollbaum, Bence, Caffery absent) To approve the creation of the Online Learning Committee, with the following people as committee members:

Andrew Rixon
Eilene Kinzer
Walt Whitley
Lernik Torossian
Michael Twa
Maureen Plaumann
Dashaini Retnasothie
H. Action Items

The board reviewed and updated the outstanding action items from Board meetings since November 2016 – April 2017. Added to the list was the creation of a template with different wording for the Bylaws for Sections, noting the voting members must be Fellows.

I. Succession Planning

Ms. Schoenbrun discussed the reasons for and process for implementing succession planning. She noted that succession planning is not the same as executive transition, but is about making sure the organization is ready to carry out a search for a senior level position by having the tools to know what is needed from the position being recruited.

Dr. Shovlin and Ms. Schoenbrun will prioritize the steps of the implementation process and then present a plan to the Board. A facilitator will likely be needed to assist.

J. Sub-specialization Preliminary Report

Dr. Bence presented to the Board a report on sub-specialization within optometry and asked for the board’s approval.

There was consensus, with Dr. Caffery absent, to accept the sub-specialization report as presented. (See attachment C.)

K. Website

Dr. Kollbaum updated the Board on progress to redesign the website. He presented three design templates to the board.

There was a consensus, with Dr. Caffery absent, to accept Design C for the new Academy website template.

L. School Visit to Southern California College of Optometry (SCCO)

Dr. Walline reported on his recent visit to SCCO. The Board then reviewed and updated the schedule for school visits.

The meeting adjourned at 11am.
### Future Board Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 13, 2017</td>
<td>Conference Call 8:30 pm ET</td>
</tr>
<tr>
<td>July 18, 2017</td>
<td>Conference Call 8:30 pm ET</td>
</tr>
<tr>
<td>August 11-12, 2017</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>September 19, 2017</td>
<td>Conference Call 8:30 pm ET</td>
</tr>
<tr>
<td>October 9 &amp; 14, 2017</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>November 14, 2017</td>
<td>Conference Call 8:30 pm ET</td>
</tr>
<tr>
<td>December 19, 2017</td>
<td>Conference Call 8:30 pm ET</td>
</tr>
<tr>
<td>January 12-13, 2018</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>April 13-14, 2018</td>
<td>Nashville, TN</td>
</tr>
<tr>
<td>July 27-28, 2018</td>
<td>Location TBD</td>
</tr>
<tr>
<td>November 5 &amp; 10, 2018</td>
<td>San Antonio, TX</td>
</tr>
</tbody>
</table>

### Future Annual Meetings - City, Convention Center, and Headquarters Hotel

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 11-14, 2017</td>
<td>Chicago, IL, McCormick Place, Palmer House Hilton</td>
</tr>
<tr>
<td>November 7-10, 2018</td>
<td>San Antonio, TX, Henry B Gonzalez Convention Center, Grand Hyatt San Antonio</td>
</tr>
<tr>
<td>October 23-26, 2019</td>
<td>Orlando, FL, Orange County Convention Center, Hyatt Regency Orlando</td>
</tr>
<tr>
<td>October 7-10, 2020</td>
<td>Nashville, TN, Music City Convention Center, Omni Nashville Hotel</td>
</tr>
<tr>
<td>November 3-6, 2021</td>
<td>Boston, MA, Boston Convention and Exhibition Center, Westin Harbor,</td>
</tr>
<tr>
<td>October 26-29, 2022</td>
<td>San Diego, CA, Hilton San Diego Bayfront</td>
</tr>
</tbody>
</table>
Board of Directors Meeting
May 5-6, 2017
Hilton Head, SC

October 11-14, 2023  New Orleans, LA, Ernest Morial Convention Center, Headquarters TBD

November 6-9, 2024  Washington, DC, Walter E. Washington Convention Center, Marriott Marquis

October 8-11, 2025  Boston, MA, Boston Convention and Exhibition Center, Westin Harbor,

Board Liaison Assignments for 2017 – 2018

Awards Committee     Joe Shovlin
Ethics Committee      Joe Shovlin

Nominating Committee  Brett Bence
OVS Editorial Board   Brett Bence

Flom Leadership Development Committee  Barbara Caffery
Admittance Committee  Barbara Caffery
Residents Day         Barbara Caffery

Research Committee   Sue Cotter
Exhibits Committee   Sue Cotter

AOF Board            Pete Kollbaum
Sections             Pete Kollbaum
SIGs                 Pete Kollbaum

Scientific Program Committee  Tim McMahon
Chapters Committee    Tim McMahon

Board of Directors Meeting
May 5-6, 2017
Hilton Head, SC
Faculty Student Liaison Committee Carl Spear
Communications Committee Carl Spear
Maintenance of Fellowship Committee Carl Spear

Membership Committee Jeff Walline
Lectures and Workshops Committee Jeff Walline

**Board Committee Assignments**

American Board of Optometry Brett Bence
Annual Meeting Chair Barbara Caffery
Annual Meeting Vice Chair Tim McMahon
Finance Committee Tim McMahon
Barbara Caffery
Sue Cotter

**Board Liaison or Primary Contact to External Organizations**

American Optometric Association Joe Shovlin
European Academy of Optometry and Optics Brett Bence
National Academy of Practice in Optometry Joe Shovlin
Optometry Giving Sight Karla Zadnik
World Council of Optometry Tim McMahon
Optometric Glaucoma Society Brett Bence
American Academy of Ophthalmology Bernie Dolan
ASCO-AOA Task Force, the Joint Project Team
on Further Developing a Robust, Diverse,
and Highly Qualified National Applicant Pool “JPT” Sherrol Reynolds

Board of Directors Meeting
May 5-6, 2017
Hilton Head, SC
Non-Board Liaison Positions

National Optometry Hall of Fame       Tom Lewis
Armed Forces Optometric Society Liaison Aly Wasik
ANSI                                  Dave Loshin
NASEM