

**SERCIA MINUTES OF THE ANNUAL GENERAL MEETING  
THURSDAY SEPTEMBER 6, 2012, DIJON, FRANCE**

**COMMITTEE:** President: Melvyn STOKES; Vice-President: Penny STARFIELD; Treasurer: Céline MURILLO; Assistant Treasurer: Zachary BAQUÉ; Secretary: David ROCHE; Assistant Secretary: Christophe CHAMBOST

**SESSION REPORTERS:** Christophe CHAMBOST and David ROCHE

**25 MEMBERS PRESENT:** Danièle ANDRÉ, Jean-François BAILLON, Stéphanie BENSON, Tiffen BRISSET, Nicole CLOAREC, Alain COHEN, Anne COMBARNOUS, Raphaëlle COSTA DE BEAUREGARD, Susana DOBAL-JORDAN, Xavier DAVERAT, Wendy EVERETT, Pierre FLOQUET, André GRUNERT, Grégoire HALBOUT, Marianne KAC-VERGNE, Isabelle LE CORFF, Marie-Anne LIEB, Fabrice LYCZBA, Jacline MORICEAU, Julie MICHOT, Anne-Marie PAQUET-DEYRIS, Dominique SIPIÈRE, Clémentine THOLAS, Taïna TUHKUNEN, Denise WARREN

**9 PROXIES:** Julie ASSOULY, Anne CRÉMIEUX, Ivan HERARD, Jean-Marie LECOMTE, Gilles MENEGALDO, Philippe MORICE, Anne PAUPE, Zeenat SALEH, Isabelle SCHMITT

**1. MINUTES OF THE 2011 SERCIA ANNUAL GENERAL MEETING IN BATH, UK**

Melvyn Stokes opened the general meeting at 9:15 am. He asked if there were any questions concerning the minutes of the 16th SERCIA conference at Bath, 2011, which had been handed out to the members at the beginning of today's meeting.

The 2011 Minutes were approved unanimously by a show of hands.

**2. PRESIDENT'S REPORT**

Melvyn Stokes warmly thanked Céline Murillo for the part she played in setting up direct debit at the bank and the PayPal module on the website. Melvyn Stokes also thanked Isabelle Schmitt and David Roche for successfully organizing the 2012 conference in Dijon. David Roche thanked Gilles Menegaldo for the important part he played in convincing Thomas Elsaesser to give a key-note at the conference.

Gilles Menegaldo and Melvyn Stokes represented SERCIA by organizing workshops at the SCMS conference in Boston in March 2012, then at the EAAS conference in Izmir in April 2012. The next SCMS conference will be held in Chicago in March 2013. Melvyn Stokes reported that SCMS had now recognized SERCIA as an affiliate organization on its website ([http://www.cmstudies.org/?page=r ltd\\_ orgs](http://www.cmstudies.org/?page=r ltd_ orgs)). He noted that this had been accompanied by warm messages of goodwill from Chris Holmlund, president of SCMS, and Jane Dye, executive secretary, both of whom looked forward to working with SERCIA. Melvyn Stokes insisted that, while SCMS was a much larger association than SERCIA, it was very important to develop further links with the North-American association in the future.

Melvyn Stokes noted that the SERCIA constitution was in need of some revision and that the committee was working on this. Proposals would be circulated to members well in advance of next year's conference for final decision at the AGM. Fortunately, owing to the wisdom of our founding mothers and fathers, these modifications would, no doubt, remain minor. An English version of the constitution should be written, and both versions should be put on the SERCIA website.

### **3. TREASURER'S REPORT**

Céline Murillo presented SERCIA's accounts, and noted that the account at *La Poste* would be closed this year.

For Céline Murillo, the collection of membership fees has undeniably been facilitated by direct debit which ought to be encouraged. Direct debit has been implemented for 19 members, and is being processed for another 17. For foreign members, it is now possible to pay via PayPal on the website. Even if cheques from some other European countries can be paid into a number of French banks, PayPal remains the most practical solution, even if it entails an additional fee of five euros.

Although some members who attended the 2011 conference in Bath have yet to pay, membership has, nonetheless, gone up by over 200% in the past two years, according to Céline Murillo. She thanked Isabelle Schmitt and David Roche who contributed to making the membership fee much easier to process at this year's conference. Céline Murillo then asked those who had not yet paid their membership fee to do so, and to fill out the direct debit form if they prefer this option. David Roche insisted that the PayPal option was much simpler and less costly than international mandates.

Currently, SERCIA has money committed to the Bologna book, the PayPal module and the Bath, Dijon and Bordeaux conferences. The 3,000 euros SERCIA offers for conferences is usually not spent, as it is mainly meant as seed-money to help the conference organizers obtain local financial support. If the money has not been spent, it is then set aside for the publication that follows the conference.

The members at the meeting were asked to approve the accounts by a show of hands. As Raphaëlle Costa de Beaugard pointed out, members must have paid their membership fee in order to vote at the conference. This holds true for proxies as well.

The accounts were approved unanimously.

### **4. ELECTIONS**

The candidates for the positions were Melvyn Stokes for a final term as President, Penny Starfield for a final term as Vice-President, Céline Murillo for a second term as Treasurer, Marianne Kac-Vergne for a first term as Assistant Treasurer, David Roche for a third term as Secretary and Jean-François Baillon for a first term as Assistant Secretary.

Melvyn Stokes emphasized that, as the president of SERCIA, he hoped further to develop its international dimension without, however, compromising the friendly atmosphere that is one of its main assets. He said he also hoped to modernize the SERCIA constitution in keeping with its increasingly international character.

Melvyn Stokes was re-elected by secret ballot (39 in favor, 0 against). The rest of the committee was also elected by secret ballot (39 in favor, 0 against).

### **5. PUBLICATIONS**

After a few words concerning the sad death of Franco LaPolla, who had organized the conference in Bologna in 2006, Melvyn Stokes warmly thanked Gilles Menegaldo for his work as editor of the proceedings, which would be published in October 2012 by Michel Houdiard. Gilles Menegaldo had successfully negotiated that the price of the book be lowered, and that the book would cost 35 euros for SERCIA members, while contributors would, naturally, receive a free copy.

Anne-Marie Paquet-Deyris and Dominique Sipièrè reminded the members that *Le Cinéma parle !*, published by the PU of Nanterre, had been published in June 2012.

Zeenat Saleh informed members that the book following on the 2010 conference in Besançon was well under way, thanked Melvyn Stokes for helping her go over the articles. The introduction, however, still needs to be written. As Melvyn Stokes is currently tied up with

two book projects of his own, Raphaëlle Costa de Beaugard and Dominique Sipièrè have kindly offered to assist Zeenat Saleh. The book should come out in spring-summer 2013.

Concerning the 2011 conference in Bath, Wendy Everett explained that the actual book would not come out until late 2013. Regrettably, Peter Lang, who is very much respected as a publisher of scholarly books, had forced her to limit the number of articles. Wendy Everett suggested that maybe the articles that it was not possible to publish in the Peter Lang volume could be published on-line in some other form.

For the articles presented in 2012 at Dijon, David Roche and Isabelle Schmitt would, ideally, like to publish two volumes: one entirely in English in book form; and one in both English and French, either in book form or on-line. Indeed, 400-page-long books turn out to be very expensive and difficult to sell. The conference in Rennes also produced two books instead of one, as Jean-François Baillon noted. A stylesheet will be sent out in October, and the deadline for submissions will be 31 December, 2012.

Céline Murillo reminded SERCIA members that publication required paying membership dues.

## 6. CONFERENCES

Melvyn Stokes reminded everyone that SERCIA tradition was to have one conference outside France every other year. However, because the possibility of a conference in Berlin in 2013 proved ultimately impossible, the 2013 conference (according to the decision taken at the AGM in 2010 and reaffirmed in 2011) will be held at the Université Bordeaux IV, organized by Xavier Daverat.

Xavier Daverat said he would be very happy to see everyone in Bordeaux in 2013. As Bordeaux IV is a Law School and the research group focuses on contracts, it was necessary to choose a topic that could attract law scholars in addition to film scholars. Accordingly, the conference theme would be “The Contract and its Representations in Film.” Different points that can be considered include, among others, the Faustian pact, the hitman’s contract, the representation of partnerships, and the spectatorial contract. The buildings of Bordeaux IV have been renovated and the university is in the downtown area. The conference will be held from September 4 to 6, 2013. Anne Combarous noted that it would be wise to check that the conference dates do not overlap with other conferences. But seeing as ESSE is every two years, and the AFECCAV conference takes place late September, this will not be a problem for 2013.

Melvyn Stokes explained that there were several proposals for conferences in future years, including three abroad.

The proposal for 2014 was for the University of Nijmegen in the Netherlands, and would be organized by Frank Mehring who has been a member of SERCIA for some time now, and who originally had proposed to organize our 2013 conference in Berlin. Nijmegen is a lively university town with strong musical connections. Consequently, Frank Mehring suggested that the theme of the conference would be “Music and the Movies.”

The AGM voted unanimously to accept Frank Mehring’s offer to organize the 2014 conference in Nijmegen and that the theme should be “Music and the Movies.”

There were three proposals for conferences after 2014. The first came from the University of Girona in Spain and would be organized by Josep Lluís Fecé, a colleague of Celestino Deleyto. Girona is about one hour away from Barcelona by train and has a famous cinema museum.

The second concerned the University of California in San Diego and would be organized by Alain Cohen, former Vice-President of SERCIA. To reduce travel costs, the conference might perhaps be held in November or February. This might also suggest holding the annual general meeting in France in the fall, possibly during the SAES study days in October, as

Jean-François Baillon mentioned. There was also sentiment, however, for continuing to hold the AGM as part of the conference, since some separate AGM meetings in Paris (e.g. the AFEA meeting) are not well attended.

Thirdly, Marianne Kac-Vergne declared that she would be happy to organize a SERCIA conference in Amiens in a couple years' time.

Melvyn Stokes pointed out that, after two conferences in France (Dijon and Bordeaux), it might be a good idea then to hold two outside France before returning to our traditional pattern of alternating. There was strong sentiment in favor of this idea. After some discussion, members approved by a unanimous show of hands the following decisions:

The 2015 conference would be held in Girona, Spain. We would hope to discuss arrangements for this with Josef Lluís Fecé at Bordeaux in 2013. If for any reason (economics, for example), the 2015 conference could not be held in Girona, then SERCIA would instead go to San Diego, where the conference would be organized by Alain Cohen.

The 2016 conference would be held at the University of Amiens, organized by Marianne Kac-Vergne.

## **7. FILM JOURNAL**

Melvyn Stokes discussed the future of SERCIA's e-journal. The first issue came out nearly two years ago and it is high time to publish the second issue. Penny Starfield, who is editing the second issue on "Youth in American Film," has collected the articles which are currently being peer-reviewed. The problem is *Film Journal* can no longer be put up on the University College London website.

Ideally, *Film Journal* should have its own website, but this might entail significant costs. For Céline Murillo, SERCIA could finance the creation of a website for the journal at a minimum cost; indeed, as David Roche pointed out, it would be hard put to offer anything less to Jacques Lerognon who has already designed the SERCIA website for a mere 600 euros and whom SERCIA cannot thank enough. Stephanie Benson said she would see Jacques Lerognon soon and would ask him if he would consider designing a website for *Film Journal* and the possible cost.

The members gathered at the meeting approved the creation of a *Film Journal* website for 1,000 euros by a unanimous show of hands.

Melvyn Stokes then asked the assembly if the position of editor of *Film Journal* could be attributed to Penny Starfield. She would be helped by a scientific committee made up of present and former presidents of SERCIA, namely Raphaëlle Costa de Beauregard, Gilles Menegaldo, Dominique Sipièrè and Melvyn Stokes.

The members gathered at the meeting approved by a unanimous show of hands.

The journal issues are currently annual, but could become bi-annual soon. Proposals for future issues must be sent to Penny Starfield. One issue should include 8 to 10 articles. All the articles are peer-reviewed. *Film Journal* could also be a way to publish articles presented in various workshops at the SAES, AFEA or EAAS conferences.

## **8. ANY OTHER BUSINESS**

Considering the amount of work involved in managing the association, Melvyn Stokes suggested that two new posts be created. One would consist in dealing with the mailing list and would relieve David Roche of part of his work load, for which he would be very grateful. Stephanie Benson has offered to look after the mailing list.

The members were thus asked to vote on (1) the creation of a specific post in charge of the mailing list; and (2) on Stephanie Benson's inclusion in the committee.

The assembly approved the first proposition by a quasi-unanimous show of hands (one member voted against) and the second proposition unanimously.

Melvyn Stokes pointed out that it was also important to maintain and reinforce links with various French associations or research groups, such as CICLAHO, AFEA and AFECCAV. Consequently, he was favorable to the re-introduction of the post Penny Starfield formerly held and adapting it somewhat. Jean-François Baillon noted that it was a bit awkward creating positions before they actually existed in the constitution. Melvyn Stokes agreed in principle, but said that unfortunately it was paramount that such a post be created soon so as to act fast. This would also include representing film studies vis-à-vis the colleagues in charge of French competitive exams like the Agrégation. Melvyn Stokes asked Anne-Marie Paquet-Deyris if she would accept to take on such a new position and she heartily accepted. The members gathered at the meeting voted (1) the reintroduction of a post specifically in charge of relations with other associations and institutions; and (2) Anne-Marie Paquet-Deyris's inclusion in the committee by a unanimous show of hands (with one abstention for the first vote).

It was, however, agreed that both positions would later be included in the constitution and would, like the other positions in the committee, be subject to elections.

Isabelle Le Corff informed SERCIA members that *Mise Au Point*, the AFECCAV's journal, was now on revues.org (<http://map.revues.org/>) and would welcome contributions from members of SERCIA.

Zachary Baqué asked whether it was possible for SERCIA to co-finance conferences or symposiums in order to increase its visibility. Melvyn Stokes approved of the idea, but was not sure if SERCIA finances would allow this; in any case, it would have to be a small amount. Melvyn Stokes then asked members what they thought would be a reasonable amount. Céline Murillo said that 150 euros would be feasible, but that it would be difficult to give more than 300 euros in total. If SERCIA were to continue financing specific events, members would have to vote on each grant at the annual general meeting.

The proposal for 150 E for the conference co-organized by Zachary Baqué at Toulouse II was voted by a large majority, with four votes against.

Melvyn Stokes suggested voting that such grants not exceed 300 euros. Jean-François Baillon noted that it was awkward voting a proposal that had not been included on the conference agenda. Céline Murillo suggested that the Toulouse conference could be seen as an experiment and that SERCIA's position regarding such grants could be made formal later.

The SERCIA annual general meeting ended at 11am.