

SAFE Board of Directors Meeting

August 19, 2015

Note: full audio of this Board Meeting is available in the Board Meeting folder, Board Meeting Minutes subfolder, in the SAFE Dropbox. File name: SAFE Board Meeting August 2015.mp3.

I. Chair Donna called the meeting to order at 1903 EDT (2303Z)

II. Roll call & Welcome

Donna Wilt, Chair (video)
David St. George, Vice Chair
Parvez Dara, Treasurer
Sherry Rossiter
Tom Carr

Michael Phillips
Kevin Murphy, Secretary (video)
Joan Williams
Ken Wittekiend

- a. Executive Director: John Dorcey
- b. Guest: none

III. Approval of Agenda.

Approved via motion from Parvez, second Kevin. Approval unanimous.

IV. Approval of the Minutes:

Both sets of minutes approved unanimously on a motion by Kevin and a second by Ken.

- June 2015 Meeting Minutes
- July 2015 Meeting Minutes

Kevin has forwarded the approved minutes from June and July to Jenny for posting on the SAFE web site.

V. Finance & Treasurer Report – Parvez Dara

Parvez reported SAFE's cash balance has increased, noting that July income was up while expenses were down.

Parvez also recommended that we allocate a percentage of the NET monthly income to a "safe harbor" or rainy day account. He noted that a percentage of 5% or 10%, or even a dollar amount could work. Michael questioned whether the allocation should be a percentage or dollar amount, and Parvez explained that a percentage would work better because of the large monthly variation in income.

VI. Executive Director Report – John Dorcey

Sun 'n Fun Costs for 2015 and 2016 were presented. They were (are):

2015 SnF NE-06 space rental \$1,390; tent rental \$1,086, total \$2,476
2016 (outside): NE-06 space rental \$1,390; tent assumed similar.
2016 (inside): 10 x 20 booth space \$2,940

For 2016 inside booth space, John quoted these figures:

10 x 20 in-row	\$4,700
10 x 30 in-row	\$7,050
10 x 10 corner	\$2,485
10 x 10 in-row	\$2,350

John said that while the 10 x 20 space (green in drawing) with the overlapped layout is not as appealing, it could work. He suggested that we use the display booth centerpiece, two banners, and the podium table if in a 10 x 10 space. He also noted that moving to an inside location will be a major shift from past practice – tent vs inside; 100/200 sf vs 600 sf but will follow our move at AirVenture.

He also said that a discussion with SnF exhibits person Bonnie Perkins revealed that there would be NO discounts for non-profit exhibitors such as SAFE.

AirVenture Costs

2015 10 x 20 booth space \$3,000

2016 10 x 20 booth space \$3,090. He also questioned whether the Board might wish a 10 x 30 booth space, for \$4,635, and asked if the extra space would really be worth the extra money. He said SAFE is not locked into the area if the Directors wish to add a third 10 foot space, but it is advantageous to find a "home" spot and stay there in successive years.

Is having a conversation area really worth \$1,545 or \$2,350?

He said OSH is requiring application and payment by September 1 of this year, and SnF by September 15. He has negotiated a 40% discount at OSH IF the full payment is made by the deadline. David made a motion that SAFE buy the \$3,090 space for AirVenture 2016 before September 1 to take advantage of the 40% discount. The motion passed unanimously.

The question of Sun-n-Fun booth space – or whether SAFE should have a presence at all at SnF – was debated. David opined that we attend SnF with a 10x10 booth rather than a 10x20, for cost savings. Second was by Kevin. Motion passed unanimously.

John's comments on the 2015 AirVenture included:

- Overall a great event.
Exhibit: excellent, replace chairs with sturdier models, add flooring.
- Location: excellent, I suggest we maintain location and size (10 x 20) for 2016.
Booth staff: need to reduce registration time, improve interaction with visitors.
Banquet: good turnout, Young Eagle event conflict, change day?
Board get together: great opportunity, continue with suitable location.
- Volunteer dinner: lackluster participation, change date or discontinue.
Sponsor solicitation; successful but Board Chair and ED need time away from booth.
PPC: poor coordination, huge volunteer involvement, little recognition.
- Press event: should SAFE have one?

John also identified future SAFE outreach opportunities, including:

- California Capitol Airshow, Oct 3 – 4, Mather Airport (10x10 \$700, 10x20 \$1,350).
http://media.wix.com/ugd/92509e_c53adeaed4ef45279327709822d3e253.pdf
- Flying Magazine Expo, Oct 31 – November 2, Palm Springs (10x10 \$2,000).
<http://aviation-xpo.com/>
- Sun 'n Fun, April 5 – 10, Lakeland (10x10 \$2,350, 10x20 \$2,940 obstructed).
<http://www.sun-n-fun.org/FlyIn.aspx>. Application due Sep 15
- AirVenture, July 25 – 31, Oshkosh. <http://www.eaa.org/en/airventure/airventure-exhibitors>.
Application due Sep 1.

He reported that the new coordinated SAFE brand, our look and feel, was begun with the exhibit at OSH this year and was carried over to booth volunteer name tags and our advertisement in Flying magazine. He said updating will continue across all touch points – eNewsletter, magazine, website, handouts, and social media. The eNewsletter will be our next project.

SAFE has reached its self-imposed limit of 10 sponsors for the SAFE eNewsletter. This number includes magazine sponsors. Development and general sponsorship recruitment continues.

John has started a review and updating of the SAFE Board Manual with plans to have it available for September board meeting, and has revitalized committee charter development activities. He said his plan is to have the 2016 charters drafted for Board review before the September board meeting.

VI. Standing committees

Governance – Former Board liaison for this committee was Jack Vandeventer, but since his term on the Board has expired, the committee has not met. Michael Phillips has agreed to be the Board liaison to the Governance Committee.

Membership - Sherry Rossiter. Sherry noted that the effort to recruit new CFIs via a USPS mailing did not do well. Out of the hundreds of letters sent, only two memberships resulted. She recommended that the mail effort be discontinued, and the Board agreed due to cost vs return issues.

Sherry suggested that efforts to recruit and motivate SAFE Ambassadors for exhibits at smaller aviation events around the country be stepped up. Apparently there is no info on the SAFE web site on the Ambassador program; David said that either he or Jenny could make that addition.

Programs – Ken Wittikiend. Ken reported he'd been attempting to reach Steven Fiegel, who has previously responded to SAFE's call for volunteers, but has been unable to reach him. Chair Donna asked that Ken try one more time, perhaps with another email address. Sherry noted that Fiegel was also the principal contact for applications for SAFE scholarship applications.

Late in the meeting, Ken said he had just received a note from Fiegel, advised that he had a meeting of the Programs committee set for September 10.

Government Affairs - Donna. Government Affairs liaison resigned in July, and the committee has not met since then.

ED Search Committee - Sherry Rossiter. Sherry asked the Board to decide how the second telephone interviews should be conducted with the two ED applicants that the SAFE Executive Search Committee feels deserve further consideration. Considerable discussion followed, centering on how many Board members could or should be included in the interview process and whether they should be allowed to ask questions. Chair Donna suggested that Board members who are able may participate in the second telephone interview, and the interview should be set up on Zoom and include all Board members who wish to participate, with Kevin, who will serve to capture the interviews.

Joan observed that the actual interviewers should be ones with a particular skill that the job will require. She also said that the number of Board interviewers should be limited so as not to overwhelm the applicants; if a follow-up question is needed, individual Board members could ask. Kevin suggested that the "internal chat" feature of Zoom could be used without disturbing the applicants.

Chair Donna asked that everyone send Sherry specific questions they'd like asked of the applicants.

For compensation of the new ED, Sherry asked if SAFE should define bonuses prior to hiring the new ED or wait until he/she is on board to participate in the setting of those goals. Joanie pointed out that SAFE doesn't have a lot of maneuvering room because of the organization's small budget, and suggested that the Board set just two or three incentive goals prior to hiring, and negotiate percentages with the selected candidate post-hire.

Joanie said she recently went through the exact same issue with ATA in Canada. The Board set the overall goals, then the sitting ED developed a set of objectives within those goals, then the Compensation Committee developed ideas for which measurement objectives should be used.

David said he believes one of the major goals for a new ED must be increasing membership. Chair Donna suggested going back and looking at the SAFE strategic plan to make sure the goals align with the plan.

VI. New Business

John said that one of the NTSB sponsors of the OSH simulator training effort asked him if SAFE would be interested in participating in an in-person LOC forum at NTSB HQ in DC. The Board felt it would be a good opportunity for additional exposure, with NTSB picking up the expenses. John will coordinate with Rich Stowell.

The question of what gifts should be provided for Silver, Bronze, Gold, and Platinum membership contributors. Currently the \$100 Level they get a SAFE hat; \$250 Level a SAFE shirt; \$500 a SAFE shirt AND hat; and at the \$1,000 get a SAFE shirt, hat and an impressive-looking plaque. John reported that SAFE is currently using a supplier out of NH for bulk shirts and hats, different from the Lands' End shirts

which are individually ordered. He also queried Jenny and discovered that supplies of shirts and hats were currently very low.

Chair Donna asked if we should continue awarding shirts and hats. Michael opined that a letter of thanks to the donors is more valuable. The Board directed John to discontinue the shirts and keep the hats.

VII. Next meeting date

Due to Donna's travel to the ARAC committee meeting in Washington, the next meeting is now set for **Thursday, September 17, at 7 PM.**

Donna noted that all board members are expected to arrange their schedules to participate, and reminded participants that normal regular meetings are the **third Wednesday of each month** at 7 PM eastern time except in July when the meeting is at AirVenture.

VIII. Adjournment.

Donna moved to adjourn the meeting, a motion that was seconded by almost every Board member. Meeting adjourned at about 8:45 PM.

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