

SAFE Board of Directors Meeting

Wednesday, June 17, 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 June 2015.mp3.

I. Call to order. Chair Donna called the meeting to order at 1906 EDT (2306Z).

II. Roll call & Welcome

Board Members

Donna Wilt, Chair (video)	David St. George, Vice Chair (video)
Jim Anderson, Treasurer	Kevin Murphy, Secretary (video)
Sherry Rossiter	Jack Vandeventer
Ken Wittekiend	Parvez Dara
Michael Phillips (Welcome new Board member Michael)	

Executive Director - John Dorcey

Guests: Bill Ervin (video), Don Knight

III. Approval of Consent Agenda. Approved unanimously.

IV. Approval of the May 2015 Meeting Minutes: Approved unanimously.

V. Announcements:

Donna thanked Ray Spengler for his service to the board.

The following motion was unanimously approved via email vote: Motion by Ken Wittekiend, 2nd by Jack Vandeventer, that Michael Philips be appointed to the Board to complete the term of Ray Spengler.

VI. Reports

Executive Director Report

John reported that after a delayed start, the voting process began on Monday, June 15. About 6% of SAFE members have voted as of this meeting date, and polls will close on June 24, at 2100 EDT. Several changes were made with our polling provider. Administrators are now Donna Wilt, David St. George, and John.

Website

Numerous changes have been made on the website over the last several weeks. At the close of the elections, banners on the home page will change to begin our push for AirVenture. John asked Board members finding needed revisions to the site to please advise him. Thanks to Kevin for his recent revision suggestion.

SAFE eNewsletter

A new advertiser, VFRGPS Procedures LLC, came on board in May. We will be adding another, GoFlight Technologies, beginning with the July issue. Both advertisers are paying the newly revised \$200 annual rate. The July newsletter will highlight our AirVenture efforts.

AirVenture

As of tonight, meeting date 33 days remain until event start. John reported great strides towards a new SAFE presence. The MAE report will provide exhibit details. Banquet planning is complete; the Board meeting will be on Thursday night in the same place, same time as last year. There was discussion of a volunteer dinner on Friday night. The AirVenture 2016 deadline for advance registration and priority rating for booth location is September 1, 2015. Down payment is required 3 months earlier than years past.

Support Letter for AOPA request

Drafted letter at request of AOPA, letter was mailed to FAA and routed to board. (Also under Government Affairs).

CFI Open Forums

The next edition of CFI Open Forum was created and submitted. The topic is Transition from Steam to Glass and Glass to Steam. The next edition, Teaching with Tablet Technology, is being created by SAFE members Mike Jesch and Gary Reeves and should be completed soon.

Board Manual

John reported beginning a review and updating of the SAFE Board Manual with plans to have it available for the annual board meeting.

Committees

Committee charter development is again underway. John reported his plan is to have the charters completed in time for the annual board meeting.

Committee reports/ Board Liaison

Standing committees

Governance – Jack Vandeventer

Bill Ervin reported that last year's election brought out just under 20% of the SAFE membership and it will be interesting to see what it is this year.

Finance & Treasurer Report - Jim Anderson. Jim reported SAFE finances were in good shape going into Oshkosh. He has asked our accountant to check into changing the SAFE permanent business address to California, where Jenny is, although the initial concern is that California may want to tax us.

Donna questioned what effect the lifetime membership sales have on the society's current financial condition, noting that very little advertising revenue has occurred. She was concerned that the lifetime membership sales not be used for recurring expenses, since the lifetime membership sales won't be recurring. Jim said he would ask Jenny to set off the Lifetime Membership funds as restricted. Michael questioned why those funds should be restricted. (Issue later resolved by Board agreement to use restricted funds for design and construction of SAFE exhibit booth and materials.)

Ad Hoc Committees

Marketing – Kevin. Deferred to later agenda discussion of booth design, construction at OSH.

Membership - Sherry Rossiter. Sherry is concerned at the loss of 19 members in one month. The charts done by Parvez also show that there has been a decline in the rate of joining for the first part of this year. Membership committee is continuing phone calls to expiring members and are about halfway through the whole list. Kevin said that he too was concerned with the loss of members, and suggested that SAFE should step up PR efforts to better keep us in the public eye. Ken asked how many letters went out to new CFIs; Sherry said 283. She said AirPac advised her that the average of new CFIs is around 250 per month.

Programs – Ken. Programs committee did not meet, so Ken had nothing to report.

Government Affairs- Donna. Committee did not meet; next week is face-to-face meeting for ARAC working on developing the new CFI (now referred to as AIs, for Aviation Instructors) manuals. Eric Crump has been prototyping the private ACS. Instrument manual also out for comment until the end of the month. Michael mentioned that the NPRM for the extra simulator time is out, and that there are several mentions of SAFE's efforts and comments. He said we should see what we can do to support the NPRM.

ED Search Committee - Sherry Rossiter. Will discuss in executive session later in this meeting.

VII. Old Business

Pilot Proficiency Neighborhood. Call for volunteers was in eBlast. Bill Ervin said there was a lot of response.

Shirts for OSH. John reported the costs for that will be coming in.

Air Venture – planning

Booth. John called out contributions of Chris to the MAE committee, praising him highly. John sent the latest quote from the Skyline company for our exhibit., and Chris has the final design for the centerpiece of the booth. Five pieces; large centerpiece and the company will throw in the table (made of transport cases), the other four pieces are large vertical banners. Looking at right at \$6,000. Advantages of going with Skyline is that hardware is guaranteed for life. Also, with the five pieces, we could support concurrent multiple venues by using two of the banners and use the centerpiece and the other two banners elsewhere. He asked for guidance from the Board on financial. FLYING has suggested they may contribute \$500 - \$1,000 to the booth. Hal Shevers has asked what we want and John said he started at \$2,000 and is awaiting word.

Sherry asked about the panels, especially what each panel will be dedicated to. Each of the four panels will feature a different aspect of SAFE, with all of the information designed to sell the organization.

Ken asked about using the lifetime membership funding for the booth, since it's an enduring investment. There was general agreement among Board members. Kevin moved that suggestion; Jack suggested that sponsorships be included in the funding. Michael seconded. Unanimously passed.

Michael suggested that rather than crowding 20 or more sponsors onto a banner, we hang a separate smaller banner with the sponsor logos on it.

Staffing for booth. John reported about 25 of the 28 half-day staffing needs covered.

Materials. John said teacher info, brochures and flier with member benefits will be ready.

Wrist bands. Booth rental get 5 week-long wristbands and one parking pass. Weeklong can be converted to dailies. Alan Davis has already volunteered to work all week, both shifts, so he should get a wristband.

Dinner. Thursday night, same location, same caterers, waiting for them to send an estimate. Pretty much the same layout.

Schedule of Events. In past, we've had annual board meeting before dinner, and John suggested continuing the same way. David suggested getting a motivational speaker for the dinner meeting; Donna said every Board member should consider that. Donna suggested we honor those who would otherwise get plaques to be honored with having the scholarship fund in their name. Donna asked David to look into arrangements for the volunteer dinner.

A notice in eNews before OSH will promote SAFE members who are giving forums.

VIII. New Business

Gift Membership. Donna suggested gift certificates for people who come up to the booth and want to buy a membership for their instructor. Michael said it was a no-brainer.

IX. Discussion and updates

Treasurer for next year. Donna suggested Parvez for treasurer. Jack pointed out that there is a nomination committee for this position. Parvez said he would be willing to serve as treasurer. Unanimous yes.

X. Member Comments None.

XI. Adjournment. Chair Donna adjourned the regular Board meeting at 2031 EDT (0031Z).

Next meeting is the Annual Meeting at Air Venture July 23. All board members are expected to arrange their schedules to participate. Regular meetings are the **third Wednesday of each month** at 7pm eastern time except in July when the meeting is at AirVenture.