

# SAFE Board of Directors

## Board Meeting

November 18, 2015



### Board Meeting Minutes

*Full audio of this meeting is in the SAFE Dropbox Board of Directors>Board Meeting>board meeting minutes>Audio of Board Meetings>SAFE Board audio 111815.mp3.*

**I. Call to order** by Chair Donna at 7:08 PM ET (0008Z). Donna announced that Joanie got an award from ATA: a lifetime honoree for her contributions to ATA. Kevin will do a press release as soon as Joanie sends him the info.

#### II. Roll call & Welcome

Donna Wilt, Chair	David St. George, Vice Chair
Parvez Dara, Treasurer	Kevin Murphy, Secretary
Sherry Rossiter	Ken Wittekiend
Tom Carr	Joan Williams
Michael Phillips	

- a. Executive Director  
Bill Moyle (**excused absence, at FAA meeting**)
- b. Guest: none

**III. Approval of Agenda.** Kevin moved to approve agenda, several seconds. Agenda approved by unanimous vote,

#### IV. Approval of the Minutes:

October 2015 Meeting Minutes. Minutes approval with the agenda approval (item III).

#### V. Reports:

*Report on Migration – Michael Philips.* Michael reported that Migration was well-run and focused on effective communication. The best item, he said, was Joe Brown's presentation about going forward and doing a better job on pilot training. Brown described his required training in a TBM he owns, including simulator time. He lauded the success of the PPP at OSH this year, including contributions from SAFE and NAFI and others. He is very committed to going forward with next year and up the ante on the program.

Michael said it was clear to him that SAFE has a magnificent opportunity to piggyback on this process. He and Ken had opportunities at Migration to talk with Brown and other participants. Brown asked Michael as he was leaving if he could count on him for next year's OSH PPP, and Michael assured him he could. Michael said he believes SAFE must be an integral part of this process.

Ken offered that Brown believes the PPP exists as a building block toward better flight instruction.

#### *Executive Director Report: Bill Moyle. (from written report below)*

- Three days spent at Redbird Migration, Follow up report sent separately.
- Follow up letters and phone calls to contacts made at Redbird Migration.
- Letters of thanks and request for financial support sent to Jerry Gregoire from Redbird and Joe Brown from Hartzell Propeller.
- Call into Joe Brown, waiting for call back. He is at NBAA. Call is in reference to his proposal, outlined in the Redbird report, for expanding the Pilot Proficiency program started at AirVenture.
- Contact with 4 members with offers to help. One for info for Mentoring, two for committees and one general. Discussed with Sherry.
- Conversations with John Dorsey in regards to support contacts and committee charters. John is sending everything he has to me. I will endeavor to complete any remaining charters.

- Conversations with Bill Wilson on the SAFELoc program. Work continues and we still are looking to form a committee. I believe that some of the parts of the SAFELoc program will be beneficial for inclusion in the 'Joe Brown' program. Provided NTSB data on 2014 accidents to Bill.
- Developed write-ups for the newsletter. Working on an article for Dec newsletter on 'Traffic Pattern Flying' regarding SA/ADM and LOC.
- Reviewed programs for CFI clinics for 2016. Three set. Hoping for an LOC program for the 4<sup>th</sup> quarter.
- Many phone calls over the past month in regards to proposed Symposium. Quote in the 'proposed' press release was not mine and was not approved by me. In the future if my name is used please get my OK.
- General everyday calls and E mails too numerous to mention but time consuming.

*Committee reports/ Board Liaison.*

### **Standing committees**

*Governance – Michael Philips.* Michael said he would like to invite John Dorsey into the Governance Committee, and asked Donna to invite him. He said Bill Ervin is still interested in being part of the committee.

*Finance & Treasurer Report – Parvez Dara.* Parvez reported that the whole picture showed SAFE's budgeted income is below the targeted annual budget with two months yet to tally. He said that expenses for SAFE also remain modestly lower than the annual budgeted expenses for the 10-month period and two more months yet to be booked. Overall the SAFE financial status remains stable and requires cash infusion through membership sales, advertising and sponsorship for sustainability. He expressed concern over the lack of membership growth, as shown in Sherry's membership chart. (*see Sherry's report on membership, below*).

He reiterated the need for publicity on SAFE's Amazon Smile program, which creates additional revenue for the organization with a small percentage of purchases made through the program. The link to help SAFE through the Amazon Smile program is <http://smile.amazon.com/ch>, which will bring the user directly to the site for purchases.

Parvez' full financial report is in the SAFE drop box, in the SAFE Board of Directors folder.

After reading the written report before this meeting, Donna noted that there was a very strong end-of-year appeal last year but that nothing similar is planned for this year, meaning SAFE can't expect the same income in December as last year.

She added that SAFE had a net loss in October, and in December will have a payment to Mark Phelps for the current issue of the eZine, in addition to typical expenses. She expressed concern about the impact on cash flow.

Michael suggested that we work on finding sponsors for each individual issue of *Safe The Magazine*, which costs \$2,000 per issue. He said we need to make sure Bill Moyle has the tools to deliver the requests for funding.

Ken asked about conducting a year-end solicitation like SAFE did last year. Joanie suggested that Bill Moyle should be assigned to develop a strategy for fundraising as part of his job, rather than having the Board devise piecemeal solutions to funding.

Sherry reiterated that SAFE needs an actual fund-raising committee, staffed with people who are knowledgeable about fundraising, to help Bill Moyle with developing the plan, and moved to form an ad hoc fundraising committee. Sherry explained that the committee should decide on a process, whether they were directly involved in fundraising activities or not, and said she had three SAFE members in mind she'll be calling to serve on such a committee. She also said that Board members should be involved in fundraising. The motion was seconded by Michael and unanimously approved.

### **Ad Hoc Committees**

*Membership - Sherry Rossiter.* Sherry reported that the net of new SAFE memberships since September 2014 was an anemic 26, and that the renewal rate has shown a modest decline over the past year and last month broke a positive trend-line established since January 2014.

She said that new strategies for member acquisitions need to be entertained for achieving our goals and suggested that increasing the social media exposure in Twitter, Facebook, Instagram and LinkedIn would help, an idea Kevin supported. Other ideas for boosting membership included having the Membership Committee establish a presence on these social media sites and encourage the CFIs and non-CFIs, including educators from the STEM fields to join in, either as an add-on to the SAFE presence or in addition to the current presence. A membership drive through the social media, perhaps, might help, she said.

Sherry noted that although rewards and prizes seem to attract new memberships, SAFE might also consider using mechanisms of “needs” and “desires” of the pilots and non-pilots alike in achieving higher safety profiles for themselves (as an example the Pilot Proficiency Program). Additionally we need to reinvigorate the interests of the aviation airframe mechanics (AP, IA) by considering a value proposition for them as well to encourage their participation rate, since we now enjoy less than one percent penetration of this segment of our market.

SAFE Board Michael Phillips said that an aviation department head at Cochise Community College at the Redbird Migration event talked about the availability of an “institutional membership” for aviation colleges and flight schools. Sherry suggested that such an institutional membership would benefit the college or flight training schools by allowing their designated staff members to have access to all of SAFE’s website resources and member discounts. An institutional membership would benefit SAFE by creating another way to earn revenue from memberships and to increase our member database.

She explained that an institutional membership would allow the aviation college, flight school, or other business entity to pay one annual flat fee predicated on a certain number of employees and suggested an annual institutional membership fee of something less than the \$45 per person fee for a Regular Membership, but no less than the \$25 per person fee for an Associate Membership.

During discussion of the idea, Sherry said the cost of the annual institutional membership would depend on how many employees were to be included under the flat fee. For example, if there are 2-10 employees in the company, perhaps the fee could be \$250, which would be how much 10 Associate Memberships would cost for one year. She noted that there would be an incentive for an employee who participates under an institutional membership to upgrade, because the institutional membership would NOT include a free subscription to *Flying* magazine.

Sherry also said she believed that all organizations had membership plateau periods, but Kevin disagreed, and said he believed that SAFE’s flat membership growth was more due to a decrease in public consciousness of the organization.

Kevin suggested that the series of short articles he had earlier suggested on changes due to the ACS would be one way to increase SAFE’s visibility. He said that he and David had agreed that the series should run as a highlighted item on SAFE’s web site, accessible to the public and be ballyhooed with short Twitter and FaceBook items that contained a link to the series.

*Programs – Ken Wittikiend.* Ken reported that his committee suggested a sign-up form on the web site for becoming a SAFE mentor; Stephen agreed to take this on, with the next step in the process to develop the form and get it up on the web site. David said that form would be easy to develop if he had the questions, although putting together the mentor/mentee list on the web site would take a little more work.

*Government Affairs-* no report.

*Marketing, Advertising and Events – Kevin.* Kevin reported that a press release on the new SAFE member benefit of the Smithsonian *Air & Space Magazine* was created and distributed to media, as well as a release on the two SAFE educator awards of \$250 each.

Kevin also said that he found that an auto-response form on the SAFE web site used when a member subscribes to SAFE eNews was still signed by Doug, as SAFE Chair, but that it should be either Bill Moyle or Donna. Brian Willett reported it took him some digging to find that form, but he did and changed it appropriately.

He also said Sherry had previously suggested that all SAFE members be included on the media distribution list, but that such a move was impractical because of restrictions on spam email. He suggested that a **standing notice run in both eNews and SAFE The Magazine each issue advertising the availability of press releases to members** and giving them an easy means to opt into the mailing list. Sherry expressed disappointment, and David opined that it would be possible to do such mass mailings to all members, but that it might involve sending as few as 20 emails at a time to avoid spam filters. He describes such mailings as he does to some 800 members of his flying club.

Donna asked Kevin to check into services such as Graphicmail.com, which David said have easier standards for spam rejection, and report back.

## **VI. Old Business**

*Forum as Proposed by Doug Stewart.* (Background) [At the October SAFE Board meeting, in October, Doug proposed another SAFE-sponsored summit meeting on the reported decline in flight instruction quality, as evidenced by CFI and other airmen showing up for checkrides without adequate knowledge as required by the FAA. At that time, Kevin questioned the source of Doug's information on the decline in instructional quality, but the only evidence Doug could offer was substantial anecdotal evidence from other DPEs and FAA operations inspectors.](#)

Kevin reported he attempted to get statistics from the FAA on the yearly pass rate for initial applicants for CFI and other airmen certificates to confirm or deny the reported decline, but failed. Donna added that she believes SAFE already has other commitments we need to do well, rather than spread ourselves too thin, and that we do not have the manpower for a new committee or a person identified to lead it. Her conclusion was that such a symposium is a good idea, but not in May 2016, and that the earlier idea of supporting a symposium in Winter/Spring 2017 is more realistic.

Michael suggested that his conversation with Joe Brown at Migration about an aviation education forum could be a good alternative, and that he was quite excited about it. He suggested that the forum could be built around the new ACS, and that it might be better to have it just prior to OSH next year, rather than have a SAFE-sponsored symposium in May. The goal of the forum would be to provide training and materials to CFIs who could spread it through the instructional committee. (see *Pilot Proficiency Program under New Business, section VII.*)

*LOC prevention project Update.* No update.

*New Website.* David reported that he has contacted many individuals and firms over the years about rewriting the SAFE website and that two major problems always surface: no aviation background and/or no real passion for the project.

He said he presented the proposal from SAFE member and MAE committee member Chris Palmer, who would reformat most of our content into a new site, more attractive and prioritize conversions while still providing a home for our resources in prettier site with much better navigation. He has a secure art solution that works (he processes six figures a month through his site) David said Chris has offered SAFE this work for \$1,895, which an incredibly low price, amounting to Chris donating a substantial part of the work on a site that would otherwise cost anywhere from \$3K-\$8K.

David said the primary criteria for the new site should be: Good looking, easy to navigate, focus on attracting and converting new members, easy to maintain and largely automated (not requiring a lot

of back end work) The finished product has to be the sole property of SAFE with no residual hosting/maintenance fees.

He also argued for pretty free reign on construction. "Design by committee" leads to a site like most government projects.

Michael said he and Ken did talk to Chris at Migration, and felt he had some good ideas and is creative, and is of a generation that would work. Kevin mentioned that he had worked with Chris on the MAE committee which resulted in the design of the new SAFE exhibit booth, and was impressed with him.

Sherry moved that SAFE engage Chris Palmer create the new SAFE website, with Parvez seconding. Motion passed unanimously.

*Editorial Board.* Kevin proposed and Ken seconded that SAFE establish an editorial board to review all material that goes out to SAFE members be first reviewed. Motion passed unanimously. Donna said she would notify Brian, who edits SAFE eNews and Mark Phelps, who edits SAFE The Magazine.

*eMagazine for next year.* Deferred until next meeting.

## **VII. New Business**

*Pilot Proficiency Project.* Michael noted there is an opportunity to join an initiative suggested by Joe Brown during the Redbird Migration, which is an outgrowth of the Pilot Proficiency Center at the 2015 AirVenture. He said he met with Joe at Migration and followed up with an email regarding his interest in a symposium for Aviation Educators. This would have the potential to accomplish much of what Doug had suggested for his proposed May symposium to improve flight training.

Michael disagreed with Donna's assessment that SAFE does not have the manpower to take on an initiative of this magnitude or have a person to lead it and suggested that we have not asked the membership or seriously discussed what resources would be required. He said he would gladly be responsible for this initiative on behalf of SAFE, and added that he believes this is an important initiative and fits perfectly into the core competence of SAFE and its members.

Joanie asked Michael to explain the difference between this initiative and Doug's proposal. Michael responded that Doug's proposal was somewhat more SAFE-oriented, while Joe Brown's idea was a broader-based symposium involving as many industry players as possible. She said many people would be asking "why do this in May, while we're still waiting for the game-changing ACS to come out?"

Joanie asked if such a symposium would be aimed at what strategies can be used to drive down the GA accident rate, and Michael agreed. Joanie suggested defining this as SAFE leading a symposium with collaboration with all stakeholders to focus on strategies to drive the GA accident rate downward. Joanie made a motion to that effect and David seconded. The motion passed unanimously passed.

Donna asked how the SAFE LOC program would fit with a symposium, and Joanie said it could be an integral part of the symposium.

Tom said he believed May for a SAFE event would be too early, but that he would support something around OSH.

Donna suggested that Michael head up a committee to continue to explore melding Doug's proposal for his May symposium with the more universal approach advocated by Joe Brown for a symposium prior to OSH and the PPP at OSH.

*End of the year appeal*

**VIII. XI. Discussion:**

*Competitive Positioning Analysis update – Williams and Philips. Deferred until next meeting.*

**Member Comments**

**IX. Adjournment** announced by Chair Donna 9:11 PM ET (0211Z)

**Next meeting is Wednesday, December 16, 7:00 pm EDT.**

*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.*