

SAFE Board of Directors Meeting

September 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 September 2015.mp3.

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

II. Roll call & Welcome

Donna Wilt, Chair

David St. George, Vice Chair

Parvez Dara, Treasurer

Sherry Rossiter

Tom Carr

Michael Phillips

Kevin Murphy, Secretary

Joan Williams

Ken Wittekiend

- a. Executive Director: John Dorcey, Bill Moyle
- b. Guest: Bill Ervin, Don Knight

Incoming ED Bill Moyle was welcomed. The offer of employment to Bill was extended after an email vote of the directors earlier this month. Approval was unanimous and Bill accepted the offer.

III. Approval of Agenda. Approved via motion from Sherry, second Tom. Approval unanimous.

IV. Approval of the Minutes: Approved as part of the consent agenda.

Donna noted that SAFE could not have made it through the interim period without John, and gave John thanks on behalf of the Board.

V. Executive Director Report – John Dorcey

John reported that the payment for Sun 'n Fun 2016 was made September 1 and the payment for AirVenture 2016 on September 14. He said that AirVenture was inundated with payments, so they're processing payments alphabetically and are currently working on payments from organizations starting with G, so they haven't yet cashed our check. At Sun 'n Fun, we have requested any inside aisle booth, a 10x10. Two bar-height, metal directors chairs have been ordered for the booths. As per Board direction at the August meeting, 50 hats have been ordered from Queensboro; 25 each khaki and stone twill ball caps with SAFE logo. Because ours was a new order under John's name, we got the hats for 50% off. Delivery should be this coming Monday. Total cost \$181.65, delivery expected yet this week.

Eleven applications have been received for the 2015 Teacher Grants. Packages are being reviewed by two Programs Committee members. The top three in each category will be reviewed by entire committee. Plans are for a September 25 completion date.

John reported that he and incoming ED Bill Moyle have shared information via email. The transition will begin in earnest tomorrow.

On the Committee front, committee charter development is nearing completion. John said he will submit them and updated board manual to Donna as soon as they are complete.

Board member Parvez voice thanks to John for the outstanding work he has done as interim ED.

VI. Standing committees

Governance – Michael reported that there has been some discussion with Bill Erwin as to whether he wants to remain as committee chair as well as continuing his other SAFE volunteer duties. For the interim, Bill will continue as committee chair, but Michael said the committee needs to re-group. Bill observed that the governance committee was originally conceived as composed of former Board members and should work toward returning to that. Donna noted that the Governance Committee is the most important committee in the organization.

Membership - Sherry Rossiter. Sherry reported that the committee believes calling all members is an effective retention measure, and she asked for volunteers from the Board to help make the next round of calls. Bill Moyle and Kevin volunteered to help call SAFE members on this month.

The total number of SAFE members as of September 1, 2015, is 936 members, including 26 Lifetime Members.

JoAnn Hill suggested that SAFE contact *Air & Space* magazine about providing free subscriptions to all SAFE members as a membership incentive. Board members agreed it was a good idea, although no one has any indication of whether *Air & Space* magazine would be willing to do so.

JoAnn has received three offers from SAFE members about becoming a SAFE Ambassador, and she has sent them information but has not heard back from them. The Committee still believes the SAFE Ambassador Program is a good way for SAFE to increase visibility at local, state and national aviation events.

Bill Wilson gave the Committee a brief overview of a proposal he has sent to the Board regarding how SAFE can become the industry leader in loss of control (LOC) prevention. The Membership Committee was excited to hear about Bill's proposal and believes it is something our flight instructor members will also be excited about.

Programs – Ken Wittikiend. The program committee is pursuing grants, and hope to have the top three available for the other committee members to review by September 25. The other hot topic was reviving SAFE's old Mentoring program; committee members believed that designing a web page for matching mentors and mentees would be helpful. Donna asked if there were any volunteers to make the web page happen, but no one stepped forward. Bill Moyle said he would work on that, and would put out a proposal to increase participation in the Mentoring program.

Government Affairs - Donna. This committee has not met since the last chair stepped down. Donna said that she attended the ARAC working group in Washington, DC. The head of AFS-800 announced that all of the work involved in changing the standards, the handbooks and all else actually started back at the 2011 SAFE Pilot Training Reform Conference in Atlanta and gave SAFE credit for getting the everything moving. Michael recommended that this commendation be published in a SAFE newsletter to members.

VII. Old Business.

Kevin discussed the draft press release announcing Bill as the new ED, and reminded directors he had asked for comments about the release and about the three pictures of Bill. Bill announced that he has been working on making contacts for SAFE and has contacted a friend of his who is in the warbird group.

Donna brought up the subject of SAFE representation at other events, such as the Flying Magazine's EXPO at PSP. Discussion revealed that costs for this event were likely to be high for the return. John mentioned that the next AOPA Fly-Ins will be Colorado Springs and then in Tullahoma, Tennessee. Sherry said that the Spokane regional fly-in drew 1,500 people from six states in the region, and suggested that SAFE Ambassadors should be doing a presentation rather than putting up a booth. Michael and Bill agreed. Donna suggested that we work on having a presentation for the October 10 regional fly-in in Tullahoma, and that future planning be a year ahead.

Kevin set forth his plan for keeping SAFE in the public consciousness via press releases.

VIII. New Business

The NTSB is having a Loss of Control forum in Washington, DC. John reported that NTSB has asked SAFE to have a presenter at their forum, and John contacted Rich Stowell who will be in that area during the time. Rich will make the presentation and Kevin will do a press release on it.

The E-magazine contract goes through the next issue, scheduled for October. Donna asked whether we should send out a bid for the E-magazine, or not have an E-magazine after the current contract expires. A discussion of the value of the E-magazine ensued, centering on ROI for the magazine.

Other discussion included ideas on how to best use the magazine to encourage membership in SAFE. Michael waxed enthusiastic over determining the value of the publication. David opened his screen to show the depth of information available from Google Analytics.

Bill Wilson of the Membership Committee proposed developing LOC safety training and present it in small groups, perhaps via SAFE Ambassadors. Michael mentioned that Billy Windburn of MindStar Aviation is also doing LOC training via simulators from RedBird.

Donna reported that Doug had suggested that SAFE mount another big forum, this time on 'training the trainer,' tied to the increasing failure rate on CFI initial checkrides. Sherry suggested that SAFE could tie such an effort to the NTSB outreach on LOC and promoted this as a benefit of belonging to SAFE. David said that the original LOC outreach placed SAFE in an advantageous position and the same could be true if SAFE tackled the 'training the trainer' issue.

Donna suggested that such a program be held in Florida in the winter, in part to incentivize northern pilots, perhaps in cooperation with a Florida university with a flight training program to get a free location and free or low-cost simulator(s).

The consensus of the Board was that such an outreach was a great idea, but that "the devil is in the details" and that the amount of work involved would be herculean.

Donna brought up the Competitive Positioning Analysis. Michael and Sherry have been working on this proposal, which started as an investigation into a merger of SAFE and NAFI. Michael said the result was more of a better definition of what SAFE is all about and what it offers instructors. He suggested that all Board members should think deeply, individually, about this. Joanie added that finding out how our target market sees us, what it wants and needs, and how SAFE can best meet the needs.

Donna mentioned that a Survey Monkey inquiry was done shortly after SAFE was founded, and that a similar survey of our current (larger) membership would be beneficial. Sherry, Joanie and Michael volunteered to tackle this re-survey, and Parvez offered to analyze data.

IX. Treasurer's Report

Parvez reported that year-to-date income has been \$55,460.92 versus a budget of \$48,373, for a year-to-date percentage of 112.3% over budget. Retained income is still in excess of \$7,000. SAFE has about \$15,437 as a cash balance, and \$2350 of that will be taken for OSH expenses, \$2,000 for ED payments. Overall, he says SAFE is functional and doing reasonably well.

Parvez suggested that sponsorship and advertising of 15-20% of current revenue would place SAFE in a much better financial position, which led to further discussion on potential other revenue sources such as Google Ad Words.

X. Next meeting date

The next SAFE Board meeting is set for Wednesday, **October 21, 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.

XI. Adjournment.

Donna moved to adjourn the meeting, a motion that was seconded by almost every Board member. Meeting adjourned at 9:12 PM (0112Z).

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