

SAFE Telecon Minutes



I. Call to Order – Chair
Thursday, August 13, 2009
8:00 PM Central Daylight Time

II. Roll Call (A quorum is 7 of 9)

Doug Stewart, Chair	Alan Davis - Absent/Proxy	Donna Wilt
Pat Knight, Secretary Absent/Proxy	Arlynn McMahon	Larry Bothe, Treasurer
Mark Adams, Vice Chair	John Dorcey	Tom Benenson

III. Minutes of the July 22, 2009, telephone conference call were sent to all Board members. Motion to accept the minutes? Arlynn moved to accept the minutes; Doug seconded. Minutes accepted by unanimous voice vote.

IV. Agenda was adjusted to allow discussion of suggested changes to SAFE website by webmaster Jenny Furst.

Tom moved and Arlynn seconded a motion that the Board accept the recommendation from Jenny to move the SAFE website from the current MS Office Live platform to Wordpress.

During the discussion Donna asked about the need for a moderator for the discussion Board. Dennis Wilt has offered to act as moderator. Jenny said that we should have a moderator and even if the decision is made to change platforms, the discussion forum could be hosted somewhere else and wouldn't be affected by the switchover. Once the Blog gets installed people will be able to post comments to news that's posted by the Board as another communications link.

Larry, speaking in favor of the motion, pointed out that the Board shouldn't "hamstring" the webmaster. Without accepting the change, he said, we'd be paying three times as much.

Jenny said that she got a disk from Mariellen for the map that included 110,000 files that would have to be copied over one at a time under the current system.

The Wordpress system, Jenny explained, is unique to blogs but has been continually updated and contains a CMS (content management system). The Wordpress platform will allow for the members only section, an on-line store, and a hub for news and all other pages.

Donna questioned if there are things that Wordpress can't do? Jenny said that Wordpress will allow links to other sites for things that Wordpress doesn't host.

Doug asked if we decide to go this way, how long will it take from that point to be up and running? Jenny said she thought it could be up and live within two to four weeks, but the four weeks, she said, was to give herself a margin for unexpected problems. Would the switchover be "overnight" or gradual? Once it was on the other server and the domain transferred over to new host it would happen transparently since anyone logging on to www.safepilots.org would be automatically linked to the new site. Jenny pointed out we would need a new domain name for the new site. Initial suggestions were to register something like www.safepilots.aero or www.safeeducators.aero.

Larry moved and Donna seconded an amendment to the original motion that called for specific items for the Board to approve:

- 1) A one time fee to create the membership only area on the site for an estimated cost of \$875 to \$1,100.
- 2) The switchover of the SAFE site from the MS Office Live to Wordpress for an estimated cost of \$1,200.
- 3) To arrange for the hosting of the new site for a cost of \$19.99 per month and a security certificate for \$150 per year.
- 4) And to procure a domain name for an estimated cost of \$35 to \$50 per year.

During discussion of the amendment, John learned that the annual fee for the “temporary” domain name with .aero would be \$65 to \$75. It was suggested that if the switchover domain name is temporary, why not use one that’s less expensive, such as www.safepilots.us for \$4.99. Jenny agreed to investigate a less expensive option. (The day following the Board Meeting, the domain www.safepilot.us was secured and a link on that site opened the Safepilots.org website.)

Jenny was asked what the estimated costs for the members only area and the switchover included. Most, she said, were for the labor required to set up and customize the new site. Doug indicated that he was hoping that he might be able to find an exclusive sponsor willing to pay for the website. Vote on the amendment passed unanimously.

Donna called for the vote on the original motion; Arlynn seconded and the motion passed unanimously.

Jenny was excused with thanks and the Board returned to the order of the agenda.

V. Treasurer’s Report – Larry:

All bills, including OSH catering, are paid. Checking account balance is \$19,061. Doug and Larry are working on getting reimbursed for the dinner from our sponsors. We have \$1500 in sponsorship and the dinner cost us \$1482 so we have it all covered.

All the manual credit card transactions from AirVenture have been entered into the credit card clearing system.

The checks and cash we took in at OSH have been deposited. Merchandise sales (hats, shirts, patches) from AirVenture were a little disappointing; we sold only \$808 of that stuff.

Doug has some miscellaneous expenses from Oshkosh to turn in, but we’re not talking any big money here. According to Doug, well under \$500.

All the membership forms have been forwarded to Brian Robbins for entry into the membership database.

Dave Kalwishky needs to be reimbursed for the production of the membership cards. Larry will send a check.

VI: Committee Reports:

Communications:

In an email to the Board, Rich Stowell reported that two post-Oshkosh news releases had been distributed and appeared on Aero-news Network. One addressed the success of the annual

meeting/dinner at AirVenture, the other the announcement of Captain Joe Grant as SAFE's first honorary member.

Membership:

Rich circulated a draft proposal by Michael Phillips and Julie Hubner to work toward the stated goal of doubling the number of members by the end of the year. The proposal calls for an incentive for existing members to recruit new members. According to the draft, tools would be provide to members to be sure the SAFE message was accurately communicated. For each successful recruit, the member would be granted a \$2 discount on membership renewal. The top recruiter(s) would be recognized and rewarded.

Larry suggested concern about the logistics of tracking the incentives. Rich had written that he'd ask Jenny to see what would be involved in adding something to the on-line application form for an indication of who referred the new member and if Brian Robbins could add a field in his database to help do the tracking.

It was pointed out that the \$2 incentive might not be sufficient. A suggestion was made for the "prize" to the top recruiter be something substantial they aren't going to get on their own...something like a P-51 ride. For other top recruiters it was suggested that shirts with appropriate embroidery might be offered.

John pointed out that press releases about the recruitment effort should be released.

Doug said that the proposal was a draft but he wanted the Board to see what was being considered. He said he would go back to Rich and Michael with what was discussed.

VII. Unfinished Business.

a. Insurance – Doug.

Doug said he emailed Ryan about the meeting, hoping he would have some information. He hadn't heard back from Ryan and said he would give him a call for an update. The insurance will be a major benefit for recruiting. "We're losing members whose insurance is due and are staying with NAFI for their insurance," Doug said.

b. Contract for Master Instructor Program with Master Instructors LLC.

The letter of understanding with the Master Instructor Program was signed at AirVenture. Doug will distribute a copy for Board members.

c. Trademark:

The lawyer securing the trademark stopped at the SAFE tent at AirVenture and explained the procedure can't be rushed and takes several months.

d. By-laws:

Mark distributed the suggested changes to the by-laws to the Board. The document contains explanations for the changes. Since the revised by-laws have to be available for members for 60 days before the vote to approve them can be conducted and the plan is to be able to hold the vote in October, it was suggested that the Board members conduct an email dialog and before the next scheduled Board meeting hold a meeting dedicated to approving the revised by-laws.

e. AOPA Aviation Summit:

Doug reported that SAFE is definitely going to have a presence at AOPA's Summit in November 5 - 7, at Tampa, Florida. SAFE, he said, will be represented on a panel but he was also hoping to be able to arrange for SAFE to conduct a seminar or two.

f. Social Networking:

Tom reported there are 116 members of the SAFE group on Facebook. The site has been useful in communicating with the group members.

g. AirVenture report:

- i. Doug asked that his post Oshkosh update be accepted as the AirVenture report. More than 50 new members were signed up during AirVenture and more than 100 attended the annual membership/dinner meeting. A suggestion was made that a limited number of beverage tickets be made available next year so attendees will have a choice of beer, soda, coffee, etc...without the danger of anyone over imbibing.
- ii. Doug said a meeting with Dick Koenig and Flying staff at AirVenture about the "Flying Tips" for the email newsletter went well. SAFE will provide a sampling of potential 300 to 350-word "tips" to Mark Phelps for his consideration. An effort to make the "tips" a SAFE exclusive may not be possible, Dick felt he had to make a similar offer to NAFI. From Jason Blair's reaction, there's some question whether NAFI will be interested. An archive of past tips is available at Flying's website (Flyingmag.com), although most are longer than desired.
- iii. At AirVenture, Cessna's Kirby Ortega said that SAFE is being offered Cessna's Safety Stand-down to be conducted as a SAFE branded program. Doug reported, though not a fan of FIRC's, he's been very impressed with the program Kirby has put together and felt that SAFE's contribution could be to the elective modules. Cessna has offered SAFE five seats for the Stand-down scheduled for September 19 - 20 at Independence, Kansas. SAFE members conducting future Stand-downs will have to complete a Cessna training program which would likely include learning the Power Point program.
- iv. Arlynn asked if there was any way for Board members to see the Power Point program. Doug is checking. She expressed concern that with the competition from on-line FIRC's, it won't be easy to attract large numbers. Doug said that the resources on two flash drives that Cessna is providing to attendees more than pays for the cost of the FIRC. It was felt that the value to SAFE would be to cement its relationship with Cessna and spread the reputation of SAFE to the instructors attending the FIRC's.

VIII: New Business:

a. Board member information on website.

Donna asked that the Board limit the personal information about members that appears on the website. She's been getting calls on her cell phone that have been intrusive, particularly during the dinner hour.

The Board agreed that personal information should be limited. On the other hand, since we're about transparency there should be a way for members to contact Board members.

It was suggested that a system be set up so that each Board member will have a SAFE email address with their first and last name, such as Doug.Stewart@safepilots.org. E-mails sent to the SAFE pilot addresses would automatically be re-routed (invisibly to the original sender) to the members' personal email accounts.

b. Request for response to Sport Pilot rule interpretation.

Doug reported that he'd gotten a request from Helen Woods asking SAFE to send a letter to the FAA regarding the FAA interpretation of the Sport Pilot rules that prevents time logged with a Sport Pilot instructor and not a CFI from counting toward time required for the private pilot certificate.

Arlynn offered to draft a letter and asked for permission from the Board to alert Helen Woods that SAFE would respond to what seems to be a misinterpretation of the original intent of the Sport Pilot rule.

c. Request for critique of AirVenture participation.

Mark asked members to email him with what went well and what didn't at AirVenture.

IX: Next Meeting:

It was decided to extend the time between Board meetings to four weeks and to have the meetings on Wednesday evenings. The next Board meeting will be Wednesday, September 9, 2009.

X: Adjournment:

Mark moved the meeting be adjourned. Arlynn seconded the motion. Vote was unanimous.

The meeting was adjourned at 10:55 pm EDT.