

Consent Agenda



July 2014

SAFE Board of Directors

Board Meeting

Agenda

Thursday July 31, 2014

5:00 PM CDT

Wittman Regional Airport

Airport Terminal Building

525 West 20th Avenue

Oshkosh, WI 54902



- I. Call to order
- II. Roll call
- III. Approval of Consent Agenda
- IV. Committee reports
- V. Old Business
 - a. AnyMeting.com – Donna
 - b.
- VI. New Business
 - a. Introduction of new directors
 - b. Election of officers
 - c.
- VII. Adjournment
 - a. Next meeting – August 13, 2014 beginning at 2000 ET

SAFE Board of Directors

Board Meeting Minutes-June 11, 2014



Roll call

Directors:

Jim Anderson Tom Benenson Donna Wilt (only
exec session)

Jack Vandeventer John Dorcey Kevin Murphy David St. George
Kurt Reesman Ray Spengler

Executive director: Doug Stewart

Guests: Sherry Rossiter, Ken Wittekiend and Parvez Dara

Call to order: The meeting was called to order at 2003 EDT by Chairman John Dorcey.

Consent Agenda: The May minutes were reviewed as presented and no changes were made. Minutes were accepted and will be posted to website. The June consent agenda was modified to move the Social Media Plan to a later date and add the SAFE "sell" sheet to New Business. Jim presented the treasurer's report-we must stop spending more than we take in. He recommended "AmazonSmile" as a fund raising tool as proposed by Sherry where \$100,000 of sales returns \$500 to SAFE. The consent agenda with changes was approved as amended. Motion made by David and seconded by Jim and passed by unanimous vote.

Next meeting (please add to your calendars). All board members are expected to arrange their schedules to participate. Regular meetings are the second Wednesday of each month at 8pm eastern time (Eastern) except in July when the meeting is at AirVenture.

Please mark your calendars.

- **July board meeting and annual membership meeting** will be held on Thursday July 31 at AirVenture, 2014 at 5:00pm for the board meeting and 6:00pm for the membership meeting. The board will meet in the terminal with exact location TBD. Check the email for new dial in and meeting details.

Executive Directors Report

- **GAMA funding:** Doug reported that he needed to add information to GAMA to expand SAFE supported areas. Doug sent the information.
- **BOSE support:** They are willing to provide one A20 headset per month to SAFE in lieu of cash support. These may be used in silent auctions or renewal support. **Motion**-Ray moved and Jack seconded the motion to ask Sherry and the membership committee will draft ideas on how to use these to boost SAFE and expand membership. Motion passed by unanimous vote.
- **AirVenture:** rapidly approaching and preparations are underway.
- **SCF/PPWG meeting participation:** Doug will participate at the Atlanta June meeting and will let the committee know that SAFE needs funding to participate at future meetings. Most all participants are FAA staff and their travels are paid by tax dollars.

Committee reports

- **Membership:** Parvez Dara reported on his research to promote SAFE. He reviewed that the retention rate is the major issue. If SAFE has a higher retention rate, the budget issues are significantly reduced and this will allow programs to be expanded and added. He recommended that SAFE needs to step up the communication to our renewing membership on the benefits of SAFE (see New Business discussion on SAFE membership Sell sheet drafted by Jim Anderson). Ray suggested that using the sell sheet concept and begin calling members in advance of renewal to discuss SAFE and promote membership benefits. David suggested that board members call renewing members 90 days in advance by using a developed script. He suggested that we each call 10 renewing members. All agreed to use a developed script. Ray offered to draft a script and send it to Sherry for membership committee editing. Thanks to Parvez for his efforts and we look forward to his continued participation.
- **Governance:** Elections were successful. Welcome to the new and returning board members. Welcome to Ken and Sherry and welcome back to Donna!
- **Awards committee:** Doug reported that he has Founders Award and Service Award recipients in mind. Come to the AirVenture membership dinner and see who they are!
- **Mentoring:** Donna is working with Bridgette on transition. We hope Bridgette's health continues to improve.

Old Business

- **Open board meetings:** Jack reviewed a conferencing tool that Donna recommended. This tool is called AnyMeeting.com and it is a potential replacement for FreeConference.com. The tool allows for dial in and computer call in. Up to 250 people can participate. The floor is controlled by the chair by opening the microphone to the speaker. Web registration is required to participate. Donna used this site, which is also free, in a few meetings and was impressed. Jack asked the board to test AnyMeeting.com and report findings to Donna and him.
- **AirVenture 2014**
 - **Volunteers and Dinner:** A call for volunteers for the SAFE tent and SAFE membership dinner sign up are on the SAFE website per Doug. Please see the site and register when you are available for SAFE tent support and register your dinner participation.
 - **Teacher's Corner** will include the sim for teacher use as an "Edustation". Tom will learn about the tool and will man the "Edustation". Kevin recommended that a press release be prepared and posted in the press tent to generate interest.
 - **Reminder--College Coffee/Donut hour** will be held on Thursday morning at the SAFE tent. All aviation colleges and technical schools will be invited. This is to get to know our neighbors and younger potential members.

New business

- **SAFE membership sell (information) sheet:** A sell sheet is a collection of facts that promote an idea or concept. It can be used as a handout, an email attachment or a web site information tool. Jim developed a draft sheet to promote SAFE. Great job Jim! Please review the sheet and send any ideas or changes to John to compile. Kevin asked Jim to send him the MS Publisher file.
- **Board fundraising:** Jim reviewed that most board members in other organizations he is a part of have fund raising expectations. He suggested that the board consider a \$1500 target per board member to bring funds to SAFE. Be creative and see what you can do. Look for ways to use matching funds from employers. Use your contacts to promote our organization. We all are accountable to our success.

Executive session: The board moved to executive session at 9:37pm. All board members were in the session including Donna who joined the meeting for the session. Executive session ended at 10:25pm

Adjournment

The meeting closed at 10:26pm EDT. David moved to adjourn and the motion was seconded by Ray. The motion passed unanimously. We will leave the runway lights on for you. Be SAFE.

Next meeting is July 31 at 5pm for board and 6pm for annual membership meeting. Mark your calendar. Let's all be present.

Submitted by Jack Vandeventer, Secretary



June 2014 Treasurers Report/ SAFE Financial Highlights as of July 9, 2014

Cash Position

PNC Bank Available Balance as of July 9, 2014 was \$7,965.35 vs. a balance of \$11,488 as of June 8. Net cash decrease of \$3,523. During the month we incurred expenses of \$7,875.

Aged Receivables

We have no outstanding receivables. The Redbird payment of \$5,000 and the AOPA donation of \$1,000 for the SAFE dinner have both been posted as previously reported

Accounts Payable

Urban House – Payment of \$2,000 is due and has been slated for the first week of July.
Trophies - \$601 – Payment has been slated for the first week of July
No other payables known at this time other than our regular expenses. Also to note these payables are not included in the July 9 balance

Membership Sales and Income

Total membership sales for June - \$2,536 vs. our budget - \$3,348 – \$812 below our projection. Our July budget for membership sales will be \$7,801 constituting about 14% of our total membership sales for the year. Hoping Oshkosh is a good year and we reap a return on our investment. Also to note we lost a member in June who was very generous with a \$1,000. Supporting Membership.

Budget Compliance – Expense

Detailed P&L from Jenny also attached for June. No expense issues noted except the routine calling out of expenses continuing to exceed the revenue on a monthly basis.

Other Matters Arising

Jenny has completed her move and the PNC bank has also been changed to reflect her new address.

Fundraising – Amazon Smile – SAFE is now registered on Amazon Smile. Time to start marketing. We can start by using this link <http://smile.amazon.com/ch/26-4304491> which should take a user directly to the SAFE Amazon Smile website. Shop and SAFE gets paid (well quarterly anyway).

Respectfully submitted,

Jim Anderson

10:12 AM
 07/07/14
 Cash Basis

Society of Aviation & Flight Educators
Profit & Loss
 June 2014

	Jun 14	Jan - Jun 14
Ordinary Income/Expense		
Income		
eZine Sponsorship/Grant	0.00	1,000.00
SAFE Income		
Corporate Sponsorship	6,000.00	7,700.00
Donations Received	0.00	1,100.00
Member Purchase Rebates	0.00	182.57
Sales - Memberships	2,536.50	21,725.00
Total SAFE Income	8,536.50	30,707.57
Total Income	8,536.50	31,707.57
Gross Profit	8,536.50	31,707.57
Expense		
Accounting Expense	250.00	2,000.00
Advertising Expense	0.00	597.98
Apparel	218.90	475.98
Bank Charges	4.81	56.54
Credit Card Fees	207.54	1,224.17
Event Catering	0.00	1,194.64
eZine Expenses	3,000.00	8,501.50
Membership Management	137.36	1,435.57
Office Supplies Expense	0.00	19.99
Pilot Proficiency Project		
Travel	686.78	1,435.07
Website Expenses	0.00	361.26
Total Pilot Proficiency Project	686.78	1,796.33
Postage	27.73	222.92
Professional Fees		
Executive Director	2,000.00	11,000.00
Total Professional Fees	2,000.00	11,000.00
Shipping Supplies	80.00	80.00
Telephone Expense	20.20	107.50
Trade Show Equipment Rental	0.00	1,066.28
Trade Show Space Rental	0.00	802.50
Trade Show Supplies	0.00	1,102.11
Travel Expense	747.29	6,930.06
Website Expense		
Administrator Expense	495.00	2,970.00
Web Hosting Expense	0.00	239.88
Website Expense	0.00	631.55
Total Website Expense	495.00	3,841.43
Total Expense	7,875.61	42,455.50
Net Ordinary Income	660.89	-10,747.93
Net Income	660.89	-10,747.93