

SAFE Board of Directors

Board Meeting Minutes – December 16, 2014 - FINAL

Chair Donna Wilt called the meeting to order at 7:10 PM, EDT.

Roll Call:

Board Members

Donna Wilt, Chair

Jim Anderson, Treasurer

Kurt Reesman

Ray Spangler

Ken Wittekiend

David St. George, Vice Chair

Kevin Murphy, Secretary

Sherry Rossiter

Jack Vandeventer (joined at 7:20 PM)

Executive Director

Doug Stewart (joined at approximately 8 PM, after the Board Executive Session)

Executive Session

The Board immediately went into Executive Session. The Executive Session ended at 7:54 PM.

I. Approval of Consent Agenda

Jack moved to approved the consent agenda as presented except for the letter of understanding with IWOAW. Ken seconded and the motion passed.

II. Approval Minutes

Sherry moved to approve the minutes of the November 2014 Board meeting with her edits included. Jack seconded, and the motion passed.

III. Reports

- a. Executive Director presented by Doug
- b. Treasurer Report, presented by Jim
- c. Committee reports/ Board Liaison

IV. Standing committees

Governance –Jack Vandeventer.

Nothing to report.

Government- Kurt Reesman.

Nothing, other than the committee has seen FAA proposals for revised Aviation Instructors Handbook and ATP Standards but hasn't had time to produce comments on those yet. The committee provided some overview comments on the FAA's new Aviation Instructors Handbook that will be passed along.

Finance- Jim Anderson.

Nothing not already covered in Treasurer's Report.

V. Ad Hoc Committees

Social Media – Kevin, David.

Nothing to report.

Membership - Sherry Rossiter

SAFE's membership now stands at 906. Board and membership committee members have been making calls to soon-to-expire members, and response has been good. Nearly all members reached are appreciative of the personal outreach, and a surprising number are eager to volunteer for SAFE committees.

ED Search Committee - Sherry Rossiter.

Search committee is expected to meet January 8 to work on Board's direction on ED search.

Resource Center- Donna Wilt. Nothing to report.

VI. Old Business

a. Promoting the new Mission and Vision Statements

The new Vision Statement will go into effect in January, and Donna urged the Board to promote it as widely as possible. A mention in eNews should be part of the plan, and Jenny will modify or add the Vision Statement to appropriate sections of the web site.

b. Planning Lifetime Membership Details Campaign.

Prices have been approved, ranging from \$1,000 for young person to \$400 for those 65 and over. Sherry reported that Jenny believes adding another button to the store for Lifetime Memberships should be no problem. The Membership Committee will use this as their membership campaign for 2015 and start working on it immediately. The Lifetime Membership opportunity will be unveiled Feb. 1 with major notice in eNews and will run through the end of July so as to capture both Sun'n'Fun and AirVenture.

The Board agreed that existing members wanting a credit for current membership will be handled on a case-by-case basis, and thanked Sherry and her committee for work on this.

c. Sponsors and Advertising for eZine.

Hal Shevers at Sporty's Pilot Shop has pledged \$2,250 for sponsorship, and Starr Aviation has pledged \$1,500. Lightspeed management has agreed to consider magazine sponsorship in the new year and feel it is likely that they will continue. Doug has also reached out to previous sponsor Jeppesen but has had no response to date. Future targets for sponsorship will be Garmin, MyGoFlight, Joe Brown of Hartzell Propellers will be contacted. Charlie Schneider of MyGoFlight is very passionate about promoting the idea that all CFIs need to be facile with the various tablet aviation apps to be effective.

Frasca was also approached by Donna regarding a sponsorship of the eZine.

Donna read a motion passed by the Board earlier in the evening that reaffirmed the Board's position on sponsorship and advertising. The motion is: "The Board recognizes the critical role of both sponsors and advertising for the critical success of eZine, and will be working on what that role will be and how it will be promoted".

Doug asked that the minutes reflect that he resented his exclusion from the discussion that resulted in that motion. Donna approved that request.

d. eNews Advertising. A press kit for eNews advertising created by Jim and Kevin was reviewed and discussed. A parallel kit for magazine advertising was also reviewed by the Board.

e. Search for new Board Members to fill vacancies. No action was reported on this issue at the meeting, but Donna asked each member for suggestions on how to approach the issue. A concern about the number of members required for a quorum was raised, but Donna reported that a quorum for the SAFE BOD was based on the number of current members, rather than a fixed number.

Donna also thanked Ray for his decision to continue serving on the SAFE BOD rather than stepping down January 1, 2015 as planned. Several Board members also expressed their appreciation.

f. 2015 Budget. The Board reviewed changes expected in revenue in 2015 and resolved to vote on the budget at the January 2015 meeting.

g. eZine 2015. Not discussed at this meeting.

h. IWOAW Letter of Agreement. After a discussion of the history of this LOA and the expectations of SAFE for this agreement, Sherry motioned to approve and sign the LOA. Kurt seconded.

VII. New Business

a. Partnership with Airborne Partnership Initiative. Jim Campbell of Aero News Network (ANN) will be notified that the Board is considering his invitation to the partnership, and it will be on the table at the January meeting.

b. Resignation of Kurt Reesman. Donna announced that Kurt would be resigning from the Board effective immediately due to a new job for him. He will continue serving on the SAFE government affairs committee. Board members expressed thanks to Kurt for his work for SAFE.

c. Staffing Committees for 2015.

The Board expressed the opinion that a fixed number of members of any particular committee was unnecessary and that committees should be composed of as many members as needed. Donna announced that the Committee Charters will be updated as needed to reflect this policy decision.

d. Request for Air Race Classic Sponsorship. A SAFE member has offered to donate \$500 to SAFE for the purpose of SAFE sponsorship of the 2015 Air Race Classic (ARC). ARC is a 501C3 organization, and the donor's daughter, also a SAFE member, is participating in the race. Sponsorship will be for the event, not the daughter. David moved to approve that sponsorship as described, with a second by Ray. Approval was unanimous.

Motion by David, 2nd by Ray, to sponsor of the 2015 Air Race Classic, which is 100% funded by a SAFE member. The Board voted unanimously in favor.

e. Doug Stewart resignation. In an unexpected move, Doug announced his resignation as ED, effective immediately.

VIII. Discussion and updates.

a. Retreat for Winter 2015. An update from Jack revealed that the SAFE Online Retreat is tentatively set for the Monday of Sun'n'Fun week in April..

b. Thank you cards for Annual Appeal have been sent or are being sent. David noted the personal touch is something very important for membership organizations.

VIII. Member Comments.

None.

IX. Adjournment

Next meeting (please add to your calendars). January 21, 2015

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.

Printed on SAFE.org on the page with meeting minutes:

Board meetings are normally held via teleconference the 3rd Wednesday of each month at 7 pm. Current SAFE members and invited guest may attend monthly Board Meetings. Only members who have registered

in advance may attend. To register to attend the meeting, go to <http://www.anymeeting.com/PIID=EA59D685814A3F>

If you have a particular topic you are interested in, please email the SAFE Board Secretary at communications@safepilots.org prior to the meeting.

1. The Board approves the following Letter of Understanding and authorizes Executive Director to execute it.

iWOAW / SAFE Letter of Understanding

The Institute for Women of Aviation Worldwide

And

Society of Aviation & Flight Instructors

This Letter of Understanding (LOU) acknowledges that SAFE has joined iWOAW in its mission to further the goal of gender balance in the air and space industry through outreach, education, and advocacy. SAFE has committed to the Friend level of membership with iWOAW beginning _____. Beyond that, this LOU does not create a legal or financial obligation between the parties.

The parties to this LOU are voluntarily entering into this arrangement to further their common goal of growing the international aviation community, and the flying community's safety and proficiency through professional training.

iWOAW agrees to

- a. Acknowledge SAFE as a Woman Friendly organization on its websites, provide a link to SAFE's website home page www.safepilots.org, and confer Friends of iWOAW privileges to SAFE
- b. Keep SAFE informed of its events at flight schools in N. America during Women of Aviation Worldwide Week

The Society of Aviation & Flight Instructors agrees to

- a. Fulfill the Friend of iWOAW commitments, and place the iWOAW logo on the home page of SAFE's website and provide a link to the iWOAW website home page www.iwoaw.org
- b. Coordinate flight educators and flight school outreach and involvement during Women of Aviation Worldwide Week

Signed this __ day of _____, 2014

2. The Board approves the Proposal for LIFETIME MEMBERSHIP

Submitted by Sherry Rossiter, SAFE Board Member

OBJECTIVE: To raise much needed cash in a short period of time for SAFE's operating budget.

Background:

During our October 15, 2014, Board meeting, I suggested that SAFE offer a "limited" lifetime membership option to raise some cash quickly. I was in no way implying that we should change our Bylaws. I hope the following will clarify what I was suggesting.

SAFE's Bylaws describe / define WHO can be members. The current categories of membership are Flight/Ground Instructor, Aviation Educator, Corporate/Affiliate, and Honorary. To make changes in WHO can become a member would require a Bylaws change.

It is proposed to only offer an opportunity to Regular Members to purchase a Lifetime membership for the following prices:

Ages 25 – 34	\$ 1,000.00
Ages 35 – 44	\$ 850.00
Ages 45 – 54	\$ 700.00
Ages 55 – 64	\$550.00
Ages 65+	\$400.00

This opportunity to purchase a Lifetime membership will be limited to February 1 to July 31, 2015.

3. The Board approves location #287 at a cost of \$3520 for AirVenture 2015 for the SAFE tent.

Second choice is #288 at a cost of \$3952.