

SAFE Board of Directors
Wednesday May 20, 2015
Minutes

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 May 2015.mp3.

I. Call to order

Sherry substituted for Donna at this meeting. She took a role call and declared the meeting open at 2307Z. Considerable background noise was noted on Zoom and closing/re-entering the meeting did not help. A short MP3 sample of the noise was submitted to Donna for a complaint to Zoom.

II. Roll call & Welcome

a. Board Members

Donna Wilt, Chair (**not present**)
Jim Anderson, Treasurer
Sherry Rossiter
Jack Vandeventer
Parvez Dara (new member – welcome!)

David St. George, Vice Chair
Kevin Murphy, Secretary
Ray Spengler (**not present**)
Ken Wittekiend

b. Executive Director John Dorcey

c. Guests: Doug Stewart, Michael Phillips

IV. Approval of Consent Agenda

David moved to accept the Consent Agenda as presented; Kevin seconded. Motion passed unanimously.

V. Approval of the April 2015 Meeting Minutes

Jack moved to accept the March meeting minutes; Jim seconded. Motion passed unanimously.

VI. Pilot Proficiency Center Proposal– Doug Stewart

Doug presented a proposal asking SAFE to become one of the sponsors of the Pilot Proficiency Center to be held at AirVenture 2015. He said that other committed sponsors include Hartzell Propellers, EAA, IMC Clubs, Aircraft Spruce, Signature Flight Support and NAFI and that it is unlikely additional sponsors will be added other than SAFE

He said the Proficiency Center will be hosted in a 66' X 82' "chalet" close to the flight line, and will be divided into a welcome center; an area for "Tech Talks and two rooms with simulators, one for IFR scenarios and the other for Stick and Rudder scenarios. In the IFR area there will be 6 Redbird TD AATDs, and in the "Stick & Rudder" room there will be 6 Redbird LD AATDs.

Plans for the Proficiency Center include three Tech Talks each day, alternating between 2 IFR and 1 Stick and Rudder presentations, then reversing the order on the following day. In this proposal, SAFE and NAFI instructors will staff the simulators, in two shifts of nine instructors each, for a total of 18 instructors per day, and instructors will be compensated with full week admission wristbands, housing, transportation to and from the grounds and lunch.

Other than providing SAFE logo shirts for all SAFE instructors and presenters, SAFE's obligation will be limited to advertising for instructors (if necessary) in the SAFE monthly eNews to recruit instructors. Exposure for SAFE will include the SAFE logo in a prominent place on the chalet marquee, as well as in all signage designating sponsors. SAFE will also be mentioned as a sponsor in all press releases sent out by EAA.

Following Doug's presentation, David moved to accept this proposal for SAFE's involvement, without additional cost, in this year's Pilot Proficiency Center at OSH. Kevin seconded, and the motion passed unanimously.

VII Reports

a. Executive Director Report

At this year's Sun 'n Fun, GES had not set up the SAFE tent properly, which provided a few challenges during the week. John said he believed the tent at SNF this year was too large, and only three non-board members assisted in staffing the tent. Posters, banners, and other materials need updating. (see information on OSH booth development, below)

Membership efforts yielded 20 new members and 8 renewing. John reported that lack of a membership number is not a problem, however, member's inability to remember their password was. He said this is a major obstacle and caused undue delays, resulting in frustration on the part of the member. Sign-up bonuses are popular with both new and, to a greater degree, renewing members, and John suggested we move these bonuses around among supporters.

Transportation to this year's SNF breakfast was a challenge although cost for the site was very reasonable, the caterer was very easy to work with and the food was excellent. Attendance was 44, down from past years. Many supporters/partners were in attendance including: AIR, Bose, Jeppesen, General Aviation News, Mindstar, and Sporty's.

VFRGPS Procedures signed on as a sponsor for SAFE eNews at \$200 annual cost. John said he was interviewed by IMC Radio and Florida Aviation Network (FAN).

He said there are 59 days until OSH start, and that SAFE's exhibit is where the organization's entire AirVenture effort succeeds or fails. He noted that the MAE Committee has made great strides in developing recommendations but need a budget for the exhibit. He said the MAE Committee also suggested we investigate the idea of having AMEs who are also CFIs spend an hour a day at the exhibit as a resource as a draw. Kevin noted that many AMEs are not familiar with the FAA's bureaucratic standards and procedures and thus may not give out correct information to SAFE member questions.

John asked for OSH exhibit development money of about \$3,000. Jim advised that we are ahead of budget for OSH. Sherry asked if the booth expenses were already in the budget, and Jim said the current budget for OSH included:

- Space Rental - \$3,600
- Equip Rental - \$1,300
- Banners and Flags for SAFE Booth \$750

Total - \$5,650

He added that SAFE has in the budget \$750 for Banners and Flags for Sun n Fun and said he wasn't sure if we used any of that money or not.

The OSH banquet location and catering is confirmed, and John said he is continuing to work on funding and other support. On behalf of himself and his wife Rose, John offered to host a board get-together at their home in Oshkosh if the Board wished.

The expenditure of approximately \$3,000 from SAFE funds for development of a SAFE booth that can be used in succeeding years and at other venues met with general approval of the Board members. Sherry determined that an official vote to authorize the money was not necessary.

Sherry announced that committee charter development has been put on the back burner until after OSH. Committee reports included:

a. Governance – Jack Vandeventer

Jack reported he had been unable to reach Bill Ervin this week and so does not have current information. He did report that there are five nominees for the three open Board seats.

b. Elections – no report.

c. Finance and Treasurer Report – Jim Anderson.

Jim reported that SAFE was still in a good financial position, with total cash as of May 17 at \$16,235, a cash increase of over \$3,000 over the previous month. SAFE currently has no receivables, but also no unpaid current expenses. He noted that April was a good month for membership sales, which added significantly to the bottom line. Some expenses will occur in May.

Marketing - Kevin

Kevin reported that the MAE committee has been actively pursuing booth design and various incentives for OSH and subsequent shows, and John said he hoped to have a preliminary design for Board members by the next meeting.

To attract CFIs to the booth, Kevin described plans for two oversize depictions, including the approach chart for the LOC-DME to KEGE, which is very involved, and a VFR sectional chart. Quizzes will be developed based on the charts with members competing against each other for a headset to be awarded at the end of the show. John said that SAFE sponsor (WHO, JOHN?) is expected to offer enough headset prizes to allow one for each contest, VFR and IFR.

Membership - Sherry Rossiter

Sherry reported that her Membership Committee had brainstormed to answer three questions:

- a. Which groups/categories make up the majority of SAFE's current membership?
- b. Which groups/categories comprise the largest pool (or most fertile ground) for recruiting future members?
- c. What groups/categories have we not yet identified or marketed to?

The Membership Committee brainstorming resulted in ideas for reaching the following populations:

- Flight Instructors
- Ground Instructors
- Maintenance Instructors (at technical schools, colleges, or manufacturers)
- Avionics Instructors (at technical schools, colleges, local avionics shops, manufacturers)
- College aviation professors and course instructors
- K-12 classroom teachers
- Home schooling cooperatives (which represent about 10% of students now in USA)
- STEM coordinators (for each state, for large school districts, for corporations)
- Designated Pilot Examiners (DPE's)
- FIRC Sponsors (Would they be willing to distribute info about SAFE in the FIRC?)
- Industry leaders (Which may ultimately turn into a corporate sponsorship)

Sherry has obtained the FAA list of new CFIs on labels, and a personal invitation from SAFE will be sent to each new instructor. She said DEs will be included in the outreach, and that her committee would start to gather names and contacts of STEM coordinators for each state, using that to prepare a database that can be used for future mailings.

Kevin mentioned that the list is available free from the FAA, but said he lacked enough expertise in Microsoft Excel to separate the new instructors each month from established instructors. Parvez offered to help with that offline.

The committee also suggested generating very good PR for itself through partnering, sponsoring, and/or collaborating with other entities to create videos, PowerPoint presentations, magazine articles, etc. There might even be opportunities for SAFE (or our members) to participate in some university or industry funded research projects. The partnership / sponsorship that SAFE currently has with Mindstar is a good example of the types of things SAFE can do to become even well-known in the industry. The work SAFE members are doing on FAA and industry working boards is another good example.

She said committee members and others are continuing to make personal phone calls to expiring SAFE members to urge them to renew.

Parvez, who is now handling the statistical charts tracking membership, noted SAFE membership is continuing to increase, but at a slower rate. The rate of increase is below the anticipated rate to first reach 1500 by July and then even the revised number of 1000. He suggested giving more time for the phone calls and other membership marketing efforts to work. Membership and marketing people need to get together. He suggested a YouTube video for marketing, perhaps using this year's OSH as a background.

Kevin volunteered to construct a script for the video to be shot at OSH this year.

Programs – Ken Wittekiend .

Ken was out of the country and other members of his Programs committee were busy, but he said a small group met to discuss possibility of CFI/AMEs for Q&A with members.

Government Affairs- Cliff Chetwin,

Chet's committee reviewed 17 FAA proposed actions and determined none were of interest to SAFE. No other action taken by the committee.

ED Search Committee - Sherry Rossiter

Sherry said there are still five applicants for the SAFE ED position, and that the solicitations for the position closes at the end of May. In the meantime, the search committee is still refining interview questions to be asked of the applicants. She said information packets will be sent to the applicants by the end of May, hoping to do phone interviews in the first two weeks of June.

VIII. Old Business

The following two motions were unanimously approved via email vote:

Motion #1: Moved that SAFE purchase the list of names and addresses of newly certificated flight and ground instructors from AirPac, Inc. for the next three months in order to send personal invitations to these individuals to join SAFE. Be it further moved that Board member Sherry Rossiter be the point of contact with AirPac, Inc., including placing this initial three month order for \$122.69 plus shipping.

Motion #2: Moved that SAFE member Parvez Dara be appointed by the SAFE Board of Directors to fill the Board seat vacated by Kurt Reesman.

- a. Sun n Fun – After action and plans for next year (previously discussed).
- b. Air Venture – planning (previously discussed).
- c. Booth design (previously discussed).
- d. Approval of funds to purchase trade show material (previously discussed).
- e. Appoint replacement Board member (previously discussed).

IX. New Business

X. Discussion and updates

- a. FAASTeam CFI Forum – no discussion.
- b. Board Retreat – after action – no discussion.

XI. Member Comments. None.

XII. Adjournment

Jack moved to adjourn the meeting and Ken seconded. The motion was passed unanimously.

Next meeting (please add to your calendars). June 17 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.
