

SAFE Board of Directors

Board Meeting Minutes-October 9, 2013

Approved Nov. 13, 2013



Roll call

Directors:

Jim Anderson	Tom Benenson	Donna Wilt	Ray Spengler
Jack Vandeventer	John Dorcey	Kevin Murphy	Kurt Reesman
David St. George			

Executive director: Doug Stewart

Guest: Governance Committee chair Mike Brubaker

Call to order

Meeting called to order at 2006 EDT by Chairman John Dorcey. There were no changes to the consent agenda as presented.

Consent Agenda and Minutes from July and September

The July and September minutes and the treasurer's report were approved as part the consent agenda items provided by John. Jack moved and Kevin seconded to approve the consent agenda. The consent agenda was unanimously approved.

Next meetings (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-EST.

Please mark your calendars.

- 1) **November Board of Directors conference call** will be held on Wednesday November 13, Wednesday at 8:00pm EST. Call in details will be sent in a separate message.
- 2) **December Board of Directors conference call** will be held on Wednesday December 11, 2013 at 8:00pm EST. Call in details will be sent in a separate message.

Drop Box: Thanks to Donna Wilt for getting all board members up on Drop Box. All committee reports and agenda for the board will be placed on Drop Box. The committee chairs will have access to their committee folder. John will send the eleven names to Donna.

Committee reports

- **Membership:** Tom reported that there is a goal to reach 1500 SAFE members by January 1, 2015. We need to add 46 net members per month.

- **Governance:** Mike Brubaker is the new Governance committee chair and had the first meeting last week. Bill Ervin, Mark Adams, David Nusbaum, and Jack Vandeventer are a part of the committee along with Mike. The next Governance Committee is October 29th and will be discussing the SAFE election cycle/process and executive director responsibilities and needs. A report will be added to the committee folder.
- **Program Development:** Tom reported that Webinars are in discussion and that topics are open. The committee is also reviewing a Speakers Bureau approach where potential topics including STEM could be linked to the Speakers Bureau (SB). Program Committee may manage the SB.
- **Mentoring:** Bridgette is testing step one for registering/automating the mentoring application. Tests have gone well and the process is continuing.
- **Government Affairs:** Kurt reviewed a NPRM on Simulators. A draft response letter will be signed by Doug Stewart. John will send information to Doug.
- **Social Media:** Kevin Murphy set up a press release process for GA media and a second group (in addition to GA media is STEM/Teachers. Kevin asked the board to authorize \$400 spend to create the STEM/Teacher list. David suggested that Kevin review the FAA STEM list and he will send it to Kevin. The spending request was added to the hold short line until reviewed. Two releases were sent last month. Kevin is preparing a PR plan for SAFE. Donna is to ask about the University contact list for Kevin.

Old Business

- The annual operations plan was reviewed and additions were made. Send changes and recommendations to John. See the Drop Box for details.
- SAFE will be in the same location at Sun 'n Fun in 2014 and will be there for AirVenture 2014. The following ideas for both events were discussed.
 - SAFE will add a committee display and provide a way to expand our volunteers.
 - No decision has been made to hold/change the SAFE breakfast at Sun n Fun. The idea of daily coffee and donuts at the SAFE tent to bring in potential customer to listen to a meet a person of interest has traction. Doug asked to have a member be responsible for the effort.
 - Tom suggested that we use posters and a video screen to promote the SAFE Resource Center was reviewed.
 - Ray suggested that we use a big video screen be used to promote membership, rolling with benefits, highlights with more splash and excitement.
 - Kevin suggested that we expand our Membership recruitment efforts with a "Sign up Here to be a SAFE member" effort.

New Business

- **Webinars/podcasts:** Tim Bogunhagan with EAA contacted John about the possibility of having SAFE do five EAA Webinars/Podcasts. The topic was passed to the Program Committee. David supports the topic as it gives SAFE additional exposure and supported the idea of having these available on the

SAFE web site. A discussion about the storage fees/web site expense noted that this can be expensive and needs to be considered. Jim and Kurt also supported the topic and the relationship with EAA with positive visibility.

- **SAFE Web site:** David discussed the need to revise the SAFE web site to improve visibility and movement within the site to support mobile platforms. We need to move away from a WordPress-based site. The revamp could cost \$5000+platform+design updates. We need to improve the technology, look and feel of the site so that it is easy to navigate. All the board members agreed that this needed to happen. The site needs to be easy to see from a phone and iPad. David offered a \$1000 challenge to the board to get this kicked off. He will bring an estimate to the November meeting along with specs as to what we really want.
- **Alpha Eta Rho:** Tom reported that AER has 30,000 memberships in their flight training/university organization. AER made a proposal to SAFE to open memberships to AER chapters. A significant discussion surfaced varied opinions. The decision was to hold on this request and watch the AER organization for developments.
- **Board Training:** Sherry Rossiter applied and received a grant for SAFE board training. Please see John's email and open the web-based training material so we can discuss at the November meeting. We have 90 days to complete our training. Thanks to Sherry for her continued involvement in SAFE.

Executive director's report

- The PPP registrations for late October were slow. The planning and organization will be positive for future events.
- E-magazine: a variety of names were discussed including "from the right seat". Donna suggested that we have an electronic contest to name the publication and that idea was unanimously supported.
- Ron Blum with AST F44 compliance committee is looking for SAFE involvement. Doug will discuss and make a recommendation.
- Helicopter Association International asked Doug Stewart to present on CFIT.

Adjournment

The meeting closed at 2223 EDT. The motion to adjourn was provided by Donna and seconded by Jack. The motion passed unanimously. We will leave the runway lights on for you. Be SAFE.

Next meeting is November 13. Mark your calendar. Let's all be present.

Submitted by Jack Vandeventer, Secretary
