

SAFE Board of Directors

Board Meeting Minutes – October 15, 2014 - FINAL



Call to order was by Chair Donna Wilt at 7:07 PM EDT.

Attendees:

Board Members Present:

Donna Wilt, Chair

David St. George, Vice Chair (arrived approx. 8:05)

Jim Anderson, Treasurer

Kevin Murphy, Secretary

Sherry Rossiter

Ray Spengler (left about 8:30)

Ken Wittekiend

Jack Vandeventer

Board Members Absent: Kurt Reesman

Executive Director: Doug Stewart

SAFE members & invited guests: Burt Stevens

Ground rules for SAFE members and invited guests participating in Board meetings were listed by Donna as part of this month's agenda. They include:

- Members must log in on their computer.
- If dialing in, use a pin so their name is displayed.
- Member's mikes/phones will be muted unless they request to speak on a particular item.
- Time at the end of the meeting is set aside for comments from Members.

Approval of Consent Agenda(s)

August minutes not approved at September and September minutes were available at this meeting, although Donna suggested a delay to allow Board members to review both. Motion to approve both was made by Sherry after a quorum was available, at about 8:10 pm, with Jim seconding. Unanimous approval.

Reports

Treasurer Report

Jim reported that SAFE had a substantial net asset decrease for the month, in part due to the expected eZine payment of \$3,000, which had been billed in July. No other payables are due for month of September. The Sun'n'Fun reservation cost of \$1,390 for 2015 display space has been paid.

Membership sales fell short by about \$1,000 in September. YTD actual income is \$52,000 and change vs budget of \$64,000. Jim reiterated that SAFE expenses are still regularly exceeding income. The fourth installment of the Redbird pledge 4th installment of \$2,500 for completion of their \$10,000 commitment for sponsorship of SAFE web site is expected soon.

Ray suggested an email providing SAFE's new address as a prompt for Redbird and any other donors. Jim advised that Jenny had included such in her last communication with them.

AirVenture tent space reservation is due in December or January for \$4,700. Jim reiterated the need SAFE fundraising, and noted that a group effort would be required for that. Ray suggested that a new Board member with deep pockets would be a good addition to the Board.

Ray asked if the membership projections were based on full memberships, rather than associate memberships with cost less. Jim advised that approximately 80 percent are regular members at \$45 a year, and that a few members contribute more, but the number of those extra-contributing people is dropping. Sherry said that members who donate above and beyond regular dues should have a reach-out from SAFE as thanks and encouragement. She said that membership projections have consistently been higher than actual member recruitment, with an average of about 10 or 11 members per month gained. Jim noted that SAFE gets most of its membership sales at trade shows, such as Oshkosh and Sun'n'Fun. He also pointed out that an average member retention of 72% has continued. Jim said

he is working on next year's budget and that he hopes to have it available for Board approval early in 2015 and asked for input from Board members.

New Business

Revenue Raising

Sherry advised that she had been a member of another organization that used Lifetime Memberships for revenue raising, basing the cost on member age. Ray questioned whether offering lifetime memberships would affect the current 72% retention rate; Sherry said it shouldn't because the offer is not a replacement for current yearly members but an addition. Sherry later distributed an example of age-based lifetime memberships from the previous organization she worked with, and noted that lifetime members generally have a higher value over time than yearly members. Ray suggested a 5-year membership rather than lifetime, with a uniform price to keep it simple.

Doug suggested that a significant prize be offered for a drawing for lifetime members. Sherry suggested that an offer of lifetime membership be limited to a short duration, perhaps 2 months, so a similar offer could be made the next time the organization needed cash. Kevin mentioned that AOPA ran lifetime memberships continuously, and did rather well with those. Sherry said that large organizations could do that, but felt that smaller organizations such as SAFE would not.

Doug suggested selling advertising for the SAFE eZine as a way of raising funds, but said one of the obstacles to date has been deciding what rate to charge. Donna cited the cost of AvWeb advertising and interpolated circulation of AVWeb as potential benchmark for SAFE. Based on that, a rough figure for SAFE advertising should be about \$35. An advertising promotion packet will be needed.

Doug suggested a three-level advertising rate, one for monthly, one for quarterly and one for annually, and said he was willing to pitch such a rate to companies. After some discussion, a rate of about \$300 for six months and \$500 for a year was suggested, and Jim offered to buy a year's worth at \$500 for his aviation insurance agency. Jim offered to put together a needed media kit for such sales, and Kevin volunteered to help with that. Doug pointed out the need for quick action, since the fall is when many companies are assembling their advertising budgets for the following year.

Donna suggested charging for classified ads on the web site as a revenue generator. Kevin pointed out that other aviation publications that run classified ads usually don't do well with it.

The possibility of each Board member either contributing a certain amount of money or recruiting donors to the organization was suggested. There was a remarkable lack of enthusiasm for that suggestion, but the idea of calling individuals to re-up for membership was revived, and Kevin volunteered.

A brief discussion on hiring a professional fundraiser concluded that such a hire was not practical for SAFE at the time.

Donna assigned research for various fund-raising ideas. Advertising in eZine: Doug and Jim. Lifetime Membership: Sherry. Donor appeals: Doug.

Executive Director

Doug reported that Mark Phelps has agreed to reduce his rate for producing the eZine in the second year, from \$3,000 to \$2,000. There is also a yearly website fee of \$360, which will make the total cost for next year's magazine \$8,360. He said that the survey showed 60% of respondents in the last survey reported the magazine was "acceptable," and told the Board that a decision would be needed by the next Board meeting.

Donna announced that a decision would be placed on the agenda for the November meeting.

Doug requested Board approval for a no-cost partnership with the Institute for Women of Aviation Worldwide (IOWAW) group. Ray made the motion to approve that, and Kevin seconded. Vote for approval was unanimous.

Late in the meeting, Doug reminded Board members that a revision for FAA AC 8900.2A (standards for designated examiners) was out for comment, and encouraged Board members to review the document.

Ray Spengler's Board Resignation

Ray has submitted his resignation from the Board, in part to allow appointment of a new Board member who has deep pockets, or at least access to deep pockets. The Board was reluctant to approve Ray's resignation, but after much discussion agreed that Ray could resign at the end of 2014, which would allow time for a search for a new Board member. Ray made that motion, including a requirement for the Board to actively pursue a new Board member. Kevin reluctantly seconded; Board approval was unanimous.

Old Business

Member Retention Calls

Sherry reiterated the need for personal Board contact with expiring members to raise the SAFE renewal rate. She said calls to perhaps 15 members a month would be needed, and that David, Kevin and Jack had previously volunteered. Ken volunteered at this meeting. Sherry will send out an email with details.

Board Approval of Committees

A discussion of the need for Board approval of committee heads and committee members was resolved when Doug quoted from the SAFE by-laws, section 1301, which require such approval for both.

Resource Committee

Donna expressed pleasure that Elaine is moving ahead with plans to include mentoring in resources on the web site, so persons can be assigned a mentor when needed.

Government

Board Member Kurt is the chair of this committee but he was absent this meeting, so there was no Government report.

Finance

No further report from Jim.

Search Committee

Sherry reported that the committee has three members, Michael Phillips and Mike Arcamuzi from the Governance committee, herself, and the search continues for the last member. She expects to fill that last spot in the next few days.

Advertising Information

No further discussion needed.

By-Laws

Donna noted that the Government committee needs to get moving on the several items that need changing in the SAFE by-laws.

Mission and Vision Statement

Sherry distributed the current version of the Mission and Vision statements in the meeting. The suggested Vision Statement: ***Promoting Excellence in Aviation Education*** was generally approved by Board members, but Ray's early departure left the Board without a quorum so a vote could not be held.

Board members worked on wording for the Mission Statement, but were unable to approve a final version due to lack of a quorum. The (presumably final) version uses bullet points, to wit:

The Society of Aviation and Flight Educators (SAFE) works to create a safer aviation environment by

- ***Supporting aviation educators with mentoring opportunities, educational resources, and other benefits***
- ***Inspiring professionalism through promotion and recognition of excellence and enhanced education***
- ***Representing and advocating for aviation educators through interaction with the aviation industry and government***
- ***Promoting lifelong learning in all areas of aviation for everyone at every level***

This mission statement is expected to be voted on at the November Board meeting.

Member Comments

None, although Burt Stevens tried to advise members that the time for comments on AC 8900.2A had been extended. Donna relayed his message because he was unable to speak through the conferencing software.

Adjournment

Without a quorum, the meeting could not be officially adjourned, but everyone left the room at about 9 pm, EDT.

Next meeting (please add to your calendars). November 19, 2014

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.

NOTE: Complete audio of this Board meeting is available in the SAFE Dropbox, under Board Meeting Minutes as file: *October SAFE Board Meeting Audio 101514.mp3*.

Submitted by

Kevin D Murphy

SAFE Board Secretary