

FINAL



SAFE Board of Directors

Board Meeting Minutes – September 17, 2014

Call to order was by Chair Donna Wilt at 8:06 PM EDT after some technical difficulties. Technical difficulties with the AnyMeeting site continued throughout the entire meeting. Secretary Kevin D Murphy was knocked off the AnyMeeting site for 10-15 minutes in the middle of the meeting.

Attendees:

Board Members Present:

Donna Wilt, Chair

Jim Anderson, Treasurer

Kurt Reesman

Ray Spengler

Ken Wittekiend

David St. George, Vice Chair

Kevin Murphy, Secretary

Sherry Rossiter

Jack Vandeventer

Board Members Absent: None.

Executive Director Doug Stewart

SAFE members & invited guests: Gary Brossett, Membership Committee

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

The consent agenda was approved without discussion. The motion to approve was made by Jim, with a second by Kurt. The approval vote was unanimous.

Approval of August 2014 Minutes

Due to late delivery of the final draft of the August minutes to Board members, these were not approved. They will be voted on, along with the September minutes, at the October Board meeting.

Reports

Treasurer Report

Jim reported that SAFE had a decent membership sales income in August, although it fell below membership projections. The deficit between sales and projections was mostly made up by revenue from

SAFE ticket sales for raffle at OSH, so the organization's overall cash position improved. Still, Jim warned, SAFE is currently operating at a deficit to budget so spending must be carefully considered.

Items reported paid in this report were webinar development by Gene Benson, the eZine payment to Phillips and the reservation for exhibit space at the 2015 Sun n Fun. In an exchange between Jim and Doug, it was established that the trade show equipment rental for Sun n Fun has not yet been paid.

Executive Director

Doug had little to add to his written report to Board members (see his September Executive Director report in our Dropbox). Alliance for Aviation Across America (AAAA) is happy with final draft of agreement adding SAFE as a member of the group and Board members generally agreed that this cost-free association would be worthwhile as a vehicle for better exposure of SAFE.

Doug reiterated his concern that SAFE have a common voice and that Board members have a full understanding of the SAFE purpose and mission, especially as they reach out to potential sponsors or industry. There was an involved discussion on whether the SAFE purpose and mission statements were still accurate and descriptive of SAFE's purpose and mission, and Donna volunteered to work with Sherry to set up a side meeting to discuss that.

Committee reports/ Board Liaison

Standing committees

- Membership (survey results) Sherry Rossiter
Sherry introduced committee member Gary Brossett, who had created a 5-slide PowerPoint show summarizing results of the SAFE Membership Survey done in August. There were ongoing AnyMeeting difficulties in displaying the show for Board members using the AnyMeeting site.

Gary reported that responses came from about 10.5% of the SAFE membership, and that the Membership Committee had categorized responses into several groups and created charts graphically showing those results. (Refer to Gary's PowerPoint in the SAFE area of Dropbox for full details.)

What is the best benefit of SAFE membership was the first categorization. The largest slice of the pie was a disappointing "No Response," but aside from the non-respondents, the most popular SAFE membership benefit was SAFE's Resource Center on the SAFE web site.

What SAFE activity would you like to be more involved in was the second categorization. Once again the largest response was "No Response," but the second largest was the SAFE Resource Center.

Member opinion of SAFE's eZine was the third area. 15% hadn't read it yet. 60% said it was "acceptable," although there was no more granular breakdown of "acceptable."

What can SAFE do better? was the fourth area.

- Governance Committee
Jack reported the untimely passing last month of David Nussbaum, one of the more active members of SAFE's Governance Committee members. He also reported that Bill Irvin is now assuming chair duties for the Committee.
- Resource Center
No report.
- Government
No report.
- Finance
Jim had no additional information beyond his monthly Treasurer's Report.
- Ad Hoc Committees

No report.

- Programs
No report

Old Business

- Approve money for eZine and SnF
Doug reported that the payment to Mark Phillips for the eZine and to Sun n Fun for exhibit space had already been made. There was some discussion on whether the eZine was worth continuing, in light of its cost, but Doug pointed out that the four major sponsors who donated specifically for publication of the eZine made their contributions on the condition that it be a year's worth of publications. In the case of LightSpeed, he said, their \$5,000 contribution was contingent on allowing the company to contribute non-advertising editorial content in the fourth quarter. Doug added that he understood LightSpeed is now considering additional funding for SAFE, and failure to publish the fourth edition would kill any chance of that funding.

Doug said that, as of now, production of the fourth quarterly edition is moving ahead.

Donna suggested that selling advertising in the eZine would be a good way to provide additional revenue to support continued publication. A general discussion on selling advertising followed, with Doug pointing out the obvious difficulties in finding someone in an all-volunteer organization like SAFE to act as an advertising salesperson. There was general agreement that some sort of media kit would be needed to show potential advertisers, Jim Anderson stepped forward and offered to put together information for potential advertisers.

- Flight Instructor Open Forums
The search for a coordinator for these FIOFs continues. Jim Anderson's friend Cary Grant was asked to volunteer, but he felt it was too involved for him. Doug suggested that the Board look around for someone we know, rather than putting out an open call and getting a raft of unqualified instructors. He emphasized that this position is a coordinator spot only, and wouldn't have to actually write the programs. Sherry asked that each Director come up with a name to suggest next month as someone to coordinate.

Other discussion on the FIOF included a comment from Doug that SAFE is not getting as much good publicity as it should from the FIOFs. He also wanted to confirm that the FIOFs as currently structured meet SAFE's purpose and mission.

- Webinar
SAFE has been considering an offer from EAA to co-sponsor a webinar of interest to GA pilots generally. Discussion among the Directors questioned whether a seminar directed to the GA population as a whole would properly serve SAFE's mission, which is more narrowly focused on CFIs. David suggested that, with EAA's reach, it would be good advertising for SAFE. Doug offered to construct seminars for an EAA-sponsored webinar, saying it would be very little work because he already such presentations developed.
- Social media policy - Jim Anderson
John Dorsey sent the new social media policy to Donna, who forwarded it to individual Directors. David St. George offered a motion to accept social media policy, with Sherry Rossiter seconding the motion. The social media policy was adopted by unanimously by the Directors.
- Alliance for Aviation Across America – Doug
Agreement form signed; reported in Doug's ED report. (See ED Report, above)
- Bylaw review and revisions
- Search Committee for new ED
Sherry suggested 5 members on the search committee would make it too large, but volunteered to serve. Board members agreed that Doug should not be a member of the search committee per se, but should be called in as a consultant as needed.

Ken suggested asking SAFE Member Michael Phillips to serve on the committee, saying that Mr. Phillips was a corporate recruiter in a past life. Phillips has already indicated interest. Kurt asked if we've outlined specifics of what SAFE is looking for, and Donna said definition of the specifics is part of the committee's job. Sherry will send Doug's current job description out to committee members. Sherry also suggested that two of the committee members should be SAFE members who are already on our Governance Committee should be on. David made a motion that Sherry should be chair of the search committee, in deference to her extensive background in recruiting. Jack seconded that motion, and an approval vote by the Board was unanimous.

- Use of "SAFE" by FAA. Doug confirmed that the letter written by Ray and edited by Doug was sent to the FAA, but no response has been received. Doug reported seeing or hearing no further promotion of the effort the FAA was advertising.

New Business

- Website and membership upgrade and re-hosting update.
David reported he has contacted hosting provider Bluehost and confirmed that SAFE, as a charitable non-profit organization, would have unlimited hosting capability. He did express considerable concern at moving the SAFE web site, which is built in WordPress, to host Bluehost. Jenny had emphasized how fragile the existing WordPress site is, and David pointed out that the SAFE website is essential for day-to-day operations, including such things as taking new or renewal SAFE memberships. He suggested the possibility of cloning the existing SAFE site and mirroring it on a Bluehost server, with a different URL, so that bugs can be worked out before taking it live.

Member Comments

None.

Adjournment

Adjourn was approved unanimously at 9:55 PM.

Next meeting (please add to your calendars). October 15, 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.