

# SAFE Board of Directors

Board Meeting

Minutes

August 18, 2010



## Call to order

Meeting called to order at 2003 EDT by Chairman Doug Stewart

## Roll call

Mark Adams

Cliff Chetwin

Arlynn McMahon (joined at 2012)

Tom Benenson

Alan Davis (proxy)

Doug Stewart

Larry Bothe

John Dorcey

Donna Wilt

A discussion about recording the meeting as an aid in developing meeting minutes ensued.

Conclusions:

Doug will confirm that FreeConference.com does not retain a copy.

Mark will develop a board policy regarding recordings of minutes.

Secretary (yet elected) will destroy audio file after official minutes are created.

## Approval of minutes

Tom moved to accept minutes of the July 17, 2010 meeting.

Mark provided the second. There was no discussion.

Vote was unanimous

## Change in agenda

Doug asked that election of officers be moved on the agenda to this point in the meeting. No one disagreed.

## Election of officers

Tom moved that existing officers – Doug, Mark, and Larry – continue to serve in their current positions.

Arlynn provided the second.

Discussion: Cliff asked about term length. Mark responded that terms are one year and officers are limited to three terms in a specific office.

Vote was unanimous.

Mark provided a synopsis of secretary's duties. Additionally, secretary will develop agenda with input from all directors. Chair approves or sets agenda prior to meeting. Chair establishes conference call parameters with service provider.

John volunteered to serve as secretary.

Arlynn moves to elect John to office of secretary.

Cliff provided the second. There was no discussion.

Vote was unanimous.

## **Committee reports**

See attachments at end of minutes for submitted committee reports.

## **Treasurer's report**

Larry added that membership applications continued past the end of AirVenture and estimated that current checking balance, after all bills are paid, is ~ \$30,000. He confirmed that balance is well ahead of budget projections.

## **Governance**

Application for 501(c) 3 status is complete and ready to be filed.

Mark will sign, forward to Larry for application fee. Larry will add check and submit.

Policies and procedures

Board handbook, 47 pages in length, still a work in process, is nearly complete.

Mark will forward to directors for review prior to completion and approval.

Mark will also forward all board policy documents to directors.

## **LERC**

Tom added that submissions continue to come in, he is assisting in editing efforts. Air Safety Foundation has asked about linking their documents to the library.

## **Old Business**

### **Insurance**

Latest states to be approved (Friday 08/13/2010) are WV and VT.

States yet to be approved are: AK, CA, IL, MA, NY, OK.

### **AirVenture**

Doug summed it up in brief – we had a great event. Cliff added that the location was a vast improvement.

### **Mentoring**

No progress since AirVenture; Donna is looking for help.

### **Corporate memberships**

Tom reviewed the preliminary work he completed and sent to the board via e-mail. His suggestions include 4 levels of corporate membership – Platinum (\$1000), Gold (\$750), Silver (\$500) and Bronze (\$250).

Larry made email comment to some aspects of Tom's draft.

Doug stated that we really need to move forward on this topic and asked where do we go from here.

John suggested that Tom update his draft document and route it as an email for comment and that we have it on the next agenda.

Tom agreed that he would update his document and email to everyone.

### **Garments**

Larry suggests that it is time to upgrade the SAFE shirts – better quality, pocket, etc. He detailed that our current shirt costs about \$8, an upgraded shirt from the same

vendor would cost about \$16. Master Instructors' vendor has an even nicer shirt for about \$26. That cost would mean we would need to sell them at \$40 including shipping and a fair profit . He is concerned that price would discourage sales.

Cliff offered to check other sources.

Hats – Doug noted that we are at a point where we need to order additional hats. Discussion centered on color. Tom will join Doug when the vendor has its next sale.

### **AOPA Summit**

Doug will be presenting on Saturday.

SAFE has been offered a room for a SAFE meeting. Discussion ensued about the day / time for a SAFE meeting. It was agreed that Friday afternoon should result in the best outcome. The meeting will, like earlier meetings, be part social and part informative.

### **Strategic Plan**

Mark has been working with Pat and Julie on this item. Focus has been on committee function. This is a first attempt at organizing SAFE committee structure.

Mark feels that including a committee in the by-laws would make future changes difficult.

Mark encouraged directors to review and make comment to either Pat or to Mark and he would see that Pat and Julie receive it.

Mark states that what we need is a plan detailing what we need to do to accomplish our mission. What steps do we need to accomplish in the next 30 days, 60 days, 90 days, 180 days, and the next year to meet that mission.

Cliff has offered to join the committee and lend a hand.

### **WAI Conference / Scholarship**

Doug thanked Donna for her efforts on the scholarship.

Doug reported that Betty Huck (WAI) contacted him during AirVenture about interest in SAFE conducting a FIRC. Kirby Ortega has offered to assist and supply Cessna's materials. It would become a partnership between SAFE and Cessna. WAI needs an answer by mid-September.

Discussion: Mark asked if we have the resources to commit to this. He feels that the effort is aligned with our mission. We only get one chance at a good impression.

Doug felt that we could use whatever funds we make could be used as we see fit. He also felt that 3 or 4 people could conduct the course.

Doug suggested we consider the request and decide at the next board meeting. All agreed.

## **New Business**

### **Avemco Instructor Database**

Matt Smith, Avemco Sr. VP, contacted Doug during AirVenture about developing a type-specific instructor database. A long discussion ensued.

#### Conclusions:

Arlynn will develop a form in an attempt to capture data from SAFE members.

Doug will confirm with Avemco that this would meet their needs and advise Arlynn before she begins drafting the form.

The draft form will be sent to Avemco for their comment.

### **National Symposium**

Bob Wright, retired FAA (former AFS-800), visited SAFE exhibit at AirVenture to renew his membership. During time with Doug, the topic of a national symposium was discussed.

Doug shared that both AOPA and NATA are considering symposiums on differing topics. Doug suggested that a SAFE symposium, conducted spring 2011, would focus on reducing the fatal accident rate. Cessna has expressed an interest in assisting.

Doug asked the board to consider the symposium and watch what transpires with the AOPA and NATA events

### **Sun 'n Fun**

Doug recently received the contract for Sun 'n Fun 2011. He asked for board approval to complete /submit the contract for exhibit space. All agreed that he do so.

### **SAFE Video (item added to agenda)**

Rich Stowell, in his committee report, asked for board approval to post the "SAFE video" on the website. He also asked that Gold Seal Live be shown as sponsor of the SAFE Constant Contact for 12 months.

Cliff moved that the video be edited to remove Doug's portion and that Gold Seal Live be shown as a sponsor of SAFE's Constant Contact e-newsletter.

Tom provided the second. There was no further discussion.

The vote was unanimous.

### **Next meeting / Adjournment**

The next board meeting will be September 8.

Cliff moved for adjournment.

Arlynn provided the second. There was no discussion

The vote was unanimous.

## **Attachments**

### **Treasurer's Report**

#### **Larry Larry (08/09/2010)**

As of today (8/9) the bank says we have \$30,187. I believe all our Oshkosh bills are paid except for the caterer, \$2611, and about \$375 for tables and chairs for the tent. Note that we bought the tables and chairs to avoid having to rent the stuff each year. John John has been good enough to arrange for storage on the airport at OSH. There are about \$1300 in outstanding checks. After the dust settles we will have about \$26,000 available in our checking account. That's up from about \$24,000 in mid-June so we're doing OK.

Jenny finished up the manual entry of our Oshkosh sales, which totaled \$6500. She took a lot of time to do this work. Rich Stowell wrote a report about all the problems. The bottom line is that we need to find a more efficient and reliable way to do credit card sales transactions at trade shows. Rich put me in touch with a person from IAC, who has sent me some info on how they capture credit card info and create receipts in a much more automated way. I think Mark Mark and maybe Dona Wilt saw the terminal in action. I'll be looking into that and whatever else I may be able to turn up in the next couple of weeks.

## **LERC**

**Alan Davis (08/18/2010)**

Some publication guidelines have been established to help submitters go over their work before submission. The effort here is to reduce the editing that the LERC is required to do (and the time and interaction necessary to do so). At this time, the "Library Submission Guidelines" and the "Library Format Sheet" are sent with the responding e-mail back to the person who has used the "contribute" process. Some thought is being given to putting it on the website in the library for access by the users.

We have seen a pickup in submissions since OSH, and the process of reviewing and editing is ongoing for those. Susan Parson also submitted additional material from the JulAug edition of "Safety Briefing", most in the weather category – and all but one do not bear her name, so others that submit/write for the magazine will start to see their stuff come into the SAFE library.

The LERC is also attempting to investigate an apparent problem that some people are having regard to opening PowerPoint presentations from the library. We are not sure of the nature of the problem, since the few reporting are "truck drivers" (Mac users!). We have not been able to isolate the problem at this point. We would welcome those of you on the Board, truck driver or not, to visit the library and try the PowerPoint presentations and report back to the LERC (via Alan Davis) regarding any issues you encounter in opening presentations. Please specify in your response the OS that you are using (MS or Mac), the version, and also the version of PowerPoint. That would be very helpful.

The LERC has received the comments from the Strategic Planning Group regarding the entry into the Library. We recognize the steps needed to "get in", which were the result of both security and use concerns expressed by many at the outset of the library. The LERC would welcome input from the various constituencies with regard to how those concerns could be met and also reduce the number of steps necessary to get into the library. This would be the more immediate and short term item for the library.

As to the future "look and feel" of the library, as well as content, that is a much longer range item. At the present time, the library meets our needs but we absolutely should consider where we want it to be "going" over time. Again, the LERC welcomes input from the Board in that regard. However, the main effort of the LERC at this time will continue to be the "peer review" of the material that goes into the library. The concept of the library being an online version of a "peer reviewed journal/resource" was well received by all with whom those of us in attendance at OSH spoke. No negative comments (other than those from the aforementioned "truck drivers") were received.

## **Strategic Plan**

### **Pat Knight (08/10/2010)**

Julie and I have been working on the strategic plan piece by piece. Julie's contributions have been very valuable. We have been keeping Mark in the loop for his governance perspective. We have specifically addressed two areas.

#### 1. SAFE organizational structure

The current organizational structure will not support SAFE growing into the future. We developed a structure provided in the attached draft document. This draft will likely need to be modified to fit SAFE. The proposal puts a broader structure in place, a structure that accommodates growth and SAFE evolution. We attempted to stay within the by-laws or to minimize any by-law changes. Recommend that the board consider the structure, modify as the board sees fit, and adopt the structure. This will be an action over a couple of meetings.

#### 2. Library

We see a problem with access in that it takes too many frames to get to the materials, there are too many words, and the access just seems to be cumbersome. Not being critical, just mean that it is time to revise the portal. More importantly, the board needs to detail where the library should be in the future. What does SAFE want the library to look like, to feel like, to contain in 2 years, 5 years, 10 years? We need a vision here so that strategic planning accommodate the vision.

## **By-law review**

### 13.01 Committees

The Executive Director shall be an ex officio member of all standing committees.

The Chair or Board may assign to these standing committees responsibilities in addition to those specifically listed in these By-laws.

Action by any Committee requires Board approval

Minutes of each committee meeting shall be promptly prepared and delivered to the Board for their review. Members in good standing may make application to the Chair for membership on any committee. The Chair of each committee shall review committee membership on an annual basis with the Chair. The Chair, in consultation with the Executive Director, shall make all committee membership appointments.

### 13.03 Governance / Strategic Planning

The governance committee is responsible for ongoing review and recommendations to enhance the quality and future viability of the board. The governance committee shall be composed of one (1) to three (3) members of the board, and two (2) at-large members, serving staggered three (3)-year terms, appointed by the chair. The chair

may not serve on the governance committee. The governance committee shall elect its chair. The governance committee shall nominate candidates, who reflect the qualifications and diversity described in Board policies, for each available position for membership on the board. The slate of candidates shall be presented to the Board two (2) weeks prior to March 31 of each year. It shall analyze regularly the performance of members of the board and consult with those not performing adequately. Further, the governance committee shall be responsible for board members' training, orientation, and recognition on a regular annual schedule as outlined in Board policy and procedures.

#### 13.04 Finance

The Finance Committee shall consist of the Chair, Executive Director, Treasurer, and two at large members from the membership. The treasurer of the organization serves as the chair of the finance committee. The committee shall be responsible for the planning, monitoring, and evaluation of the organization's funding, financial management, facilities, assets, risks, and insurance programs. The committee shall work with the Executive Director in developing long-range financial and capital plans; reviewing annual budgets and financial reports; and recommending internal controls and other financial policies to the board. The committee shall perform such other duties as may from time to time be required by the Board.

#### 13.05 Audit

The audit committee shall consist of at least three (3) members of the board, none of whom shall be employees of SAFE or receive, directly or indirectly, any consulting, advisory, or other compensatory fees from SAFE. The chair of the committee shall not contemporaneously serve on SAFE's finance committee. The committee shall review the adequacy of the organization's internal control structure, the activities, organizational structure, and qualifications of the internal audit function as well as monitor compliance with the organization's code of conduct and conflict-of-interest policy.

FYI Different, more concise language:

Plans and supports audit of major functions, e.g., finances, programs or organization

### **Organizational Structure**

#### **Marketing**

Oversees development and implementation of the Marketing Plan, including identifying potential markets, their needs, how to meet those needs with products/services/programs, and how to promote/sell the programs.

#### **Events**

Airventure

#### **Brochure**

### **Membership Recruitment/Retention/Record Keeping**

Develops and implements new strategies, initiatives and programs that will increase membership of SAFE and ensure high membership retention.

Administers the SAFE membership program, including developing membership materials, managing the association membership database.

- Membership Growth
- Membership Package/Benefits
- Database management
- Membership ID cards

### **Products & Services**

Guides development of service delivery mechanisms; may include evaluation of the services; link between the board and the staff on program's activities

- Flight Instructor Liability Insurance
- Aviation Education Material
  - Library
- Store

### **Programs**

Oversees and recommends new program development.  
Monitors, coordinates and evaluates existing programs  
Facilitates discussions about program priorities for SAFE  
Regular and Special (ad hoc)

- Flight Training Safety Committee
- Mentoring
- Member profiles directory

### **Communications**

Identifies, reviews and develops effective communication methods, products and content to reach both internal and external audiences; including social media, newsletters, etc.

Represents the organization to the community; enhances the organization's image, including communications with the press.

- Internal & External
  - News Releases
  - Media Distribution
  - Constant contact
  - Social Networking
  - Website
  - Flying eNewsletter

## **Community Affairs/Public Relations/Affiliations**

Develops means to ensures that SAFE and its activities are well known through out the Flight Education community. Identifies and promotes affiliations and partnerships with other organizations and programs. Develops opportunities for sponsorship by other organizations.

## **Sponsorship**

## **Accreditation programs**

### **13.06 Awards**

The Awards Committee shall be chaired by the Executive Director and shall consist of four (4) additional members, including the Chair elect, immediate Past Chair and two (2) other members-at large appointed by the Executive Director for a term of one (1) year or until replaced. It shall be responsible for oversight of the policies and procedures pertaining to the nomination and selection of candidates for all SAFE awards. The Awards Committee shall carry out its duties such that a recommended list of nominees for each award is presented to the Board at least two (2) months prior to the Annual Meeting of the Members. All award recipients shall be named by the Board. The Awards Committee shall be responsible to the Board for organizing and conducting an official awards presentation during the Annual Meeting of the Members.

### **13.07 Master Instructor Program**

The Master Instructor Program (MIP) is a peer-reviewed professional development and accreditation program for FAA certified instructors as well as other SAFE aviation educators who are qualified to participate in this program. To maintain the impartiality of this program, the Board shall establish an independent review body to administer the MIP. Administration of the MIP shall be detailed in a Board-approved MIP Policies and Procedures Manual and shall function independently from the Board.

## **FAA Liaison**

FAASTEAM

## **Other organizations/partnerships**

IMC/Cessna

## **Developing Committees**

1. Ensure the committee has a specific charge or set of tasks to address, and ensure board members understand the committee's charge
2. Have at least two board members on each committee, preferably three (?)
3. Don't have a member on more than two committees
4. In each board meeting, have each committee chair report the committee's work since the past board meeting
5. Consider having non-board volunteers as members of the committee (mostly common to nonprofits)
6. Consider having a relevant staff member as a member of the committee as well
7. Committee chairs are often appointed by the board chair; consider asking committee members for a volunteer for committee chair
8. If committee work is regularly effective and the executive committee has a strong relationship with the chief executive, consider having board meetings every other month and committee meetings between the board meeting
9. The chief executive should service ex officio to the board and any relevant committees (some organizations might consider placing the chief executive as a member of the board -- this decision should be made very carefully)

## **Website**

### **Rich Stowell (08/17/2010)**

We now have a total of (600) unique email addresses in the Constant Contact database, of which (462) are current members of SAFE

The open rate on the AirVenture Debriefing issue of SAFE eNews = 61%

-- Top three link click-throughs: 1. Communication Quiz Answers; 2. Communication Quiz Questions; 3. Dinner-Meeting Photos

The open rate on the Communique regarding the August 21st vote on proposed changes to SAFE bylaws = 49%

SAFE's eNewsletter template has been updated, with the new format (which is only slightly different from the old template) will debut with the next issue

Now that Brian Robbins has caught up on post-AirVenture membership data entry, he has volunteered to research and evaluate two off-the-shelf membership database management products that might serve SAFE's automated database management needs: [www.wildapricot.com](http://www.wildapricot.com) & [www.convio.com](http://www.convio.com)

-- More to follow once Brian has had a chance to look into these products/services

SAFE Promo Video by member Russ Still and the SAFEPilots YouTube Channel are online, awaiting final approval from the Board for public release

-- This includes approval by the Board to provide Russ Still with a 12-month logo add on eNews in exchange for his work on the promo video

Two out of three post-AirVenture news releases have appeared on the Aero-News Network