

EXECUTIVE COMMITTEE MEETING
SEPTEMBER 9, 2016
DALLAS, TEXAS

The meeting was called to order at 3:00 p.m. by Chairman Ken Sorenson. Attending were: Frank Whiteley, Phil Umphres, Richard Maleady, Geoff Weck, and COO Layton.

Also attending, Billy Hill, Gary Rubus, John Godfrey, and Chris Schrader (new 2017 Region 6 Director).

First order of business approval of agenda. Approved

Ken introduced Chris Schrader the new Director elect for Region 6 to ExComm.

First item of business approval July 14 ExComm minutes. Phil moved. Approved.

Next item open action items.

Director Whiteley reviewed items pertinent to EAA MOU, which were added. Closed.

Chair Sorenson was to arrange conference call with himself, Godfrey, Whiteley and Easton. This was done on July 19. Closed.

Server migration options were discussed. Whiteley said still working on server proposal. Open.

Director Umphres was to look at Blanik status and what needs to be done. Phil reported bill of sale given to us by Lane Bush. Never have registered it with FAA because it's not flyable. We don't carry on books. Need to do something with it. Who will take ownership and take care of selling it? Director Whiteley said Mike Robison teaches a class in PA and may be interested in it. He will check on this. Will ask full Board tomorrow about this. Stop insurance. If we need trailer to have insurance we can insure it when moved. Maleady moved to dispose of in as quick and efficient a manner as possible. Passed. Director Whiteley agreed to take this as his action item.

Director Weck's update on EAA matters. Have a draft of agreement for membership list comparison which is three pages long. Director Umphres will review it, then we will move forward. Have phone conference scheduled for Sept. 12 on how to move forward. They want 25% discount for first year membership for EAA members joining SSA and vice versa. Single time offering. After discussion, ExComm agreed this was a good idea. Will be discussed at Board meeting tomorrow.

Next item is website EAA info. Still early, Geoff will check and report back what they expect to do. He thinks they will have a template to be implemented. Remains an open action item.

Ad placement, COO to do. Too early. Remains an open action item.

Social Media placement, Frank can handle Facebook. Twitter account is managed by Mark Coleman. Mark said he could do it but needs content. Need to find articles to go on facebook page. EAA wants 4 articles/year. Who controls the SSA Flickr account? Coleman controls the SSA Youtube channel. Still open item.

Ken asked if we have someone responsible for all communication tools. Frank advised there is a Digital Media Working Group. It's hard to find out who sets up various accounts. New Action item: Director Sorenson and Director Whiteley to coordinate controlling member communications.

EAA wanted the SSA membership list to see how many SSA members were EAA members. Director Whiteley advised there are 80,000 member records in our database. This is from people joining and leaving over many years. Phil and Geoff will look into the draft agreement EAA provided. They will report to Board tomorrow. Closed

Membership offer of a one year discount for SSA members joining EAA and EAA members joining SSA. See earlier discussion above. Closed.

Trading article and info, Frank was going to have Eric Bick contact EAA about this. Geoff already contacted Eric, as well as Kayla concerning eNews. This can be closed.

Director Weck contacted Bob Wander about doing webinar for EAA, but Bob declined because he felt he wasn't up to date. Bob suggested Burt Compton. Geoff contacted Scott Manley who has a presentation already. Director Weck will let us know when the webinar is going to be broadcast so we can put in eNews and on front page. Geoff will follow up with Mark Montague about a second webinar. Closed

Chris Schrader asked if this webinar needed to be live or could we produce it and present it? Geoff advised first one should be live, but would check after that. Chris said that could be a good prospect for future is get young people to film some of their flights. Frank advised a junior newsletter could be sent out.

Frank said last item on open items, Young Eagle information. Geoff is going to write short article for soaring on this and will work with EAA on getting together on this. Closed

Chris Schrader advised EAA Young Eagles have a background check. Frank thought CAP is accepted by EAA without background. If we want juniors, good idea to give rides, but clubs need good information to give to them. Ken suggested Chris be involved in phone conference call on Monday if he can.

Next COO Layton reported on Hobbs staff. Advised have a part-time merchandise person. Everything else is fine. Everyone is helping with reception duties. Denise is handling contests.

Frank discussed the server problem. We need a new one soon. We are not in a crisis, but will lose automatic recovery capabilities. Ken advised one thing he got from phone call he had with Doug Easton, Director Whiteley, John Godfrey and himself is that Doug is busy and he is willing to eventually let someone else take over some of website work.. He will work to make the transition. Number thrown around is \$30-80,000 for a server migration. Broad range estimate to get this done.

Director Umphres' report was next. Director Umphres said audit report was in and clean. Operating results through July well above budget, show operating surplus of \$71,000 for year. Still think at end of year will have surplus but only by taking \$42,000 from Foundation. Have learned in last week that income statement is supposed to be primarily a cash based financial, Kathey has been accruing money due from the Foundation as a receivable under income from the General Endowment and Life Member trusts, so the income statement is not truly a cash based format but rather a hybrid. We don't take money if we don't need it, we leave it there. Director Umphres expressed a preference for having the income statement be cash based to the maximum extent possible. It's a management income statement.. His other concern is that the accounting staff is not clearing out the due to – due from items on a quarterly basis, which is the procedure previously agreed upon by the Excom. Director Umphres said he will talk to Kathey and resolve these issues as soon as possible..

Draft budget in two versions, one with dues increase, one without. Director Umphres recommends budget with dues increase.

Director Maleady said dues income for 2017 has a mistake. we show more dues income for 2017 then we did actual for 2015. If we lose 100 members in 2016 our actual dues revenue is 7,000 less, so 2017 can't be right. Denise and Kathey need to look into this. Director Maleady asked if we could change dues revenue by tomorrow. Director Umphres was to contact Kathey Pope in Hobbs to redo budget.

Director Umphres advised SSA staff was doing a time study worksheet and would continue to do so through the end of the year. Then he will compare them with what previous groups have concluded are more important functions, such as the restructuring task force.

Director Umphres advised he and Director Rubus discussed having access to financial information from Hobbs online. He has asked Kathey if we could do this, and she advised the old way would not work, but there is a way to gain access to system. \$1,300 to remotely access financial data. Richard commented it should be read only; Director Umphres emphatically agreed.

Director Umphres moved SSA expend no more than \$1,500 to provide read only access to SSAs financial system for the Treasurer and one or more other persons designated by the chairman. Motion passed.

Chairman Sorenson advised the next item of business item 7 already covered.

Next item number 8. Report was turned in and posted online. Director Maleady is going off ExComm, Ann Lafford coming on. Bruno Vassal, Rich Owen, Pete Alexander to join the Board as DAL. Gary Rubus, JayCampbell, and Richard Maleady asked to not be considered for reelection as DAL.

Chairman Sorenson advised next item, Fleming/Montague proposal. They put together a proposal for improving CFG and pilot training. They want Board to appoint them as SSF trustees. Sorenson said the two SSF trustee positions coming up at end of year are Rich Carlson and Tom Johnson. Ken doesn't think they have sent their proposal to the entire board.

Chairman Sorenson advised the next item is an SSA business plan, which is in process. Andy Blackburn is helping out. He has had a phone conference with Ken, Director Whiteley and Denise to get information.

Growth and retention committee – need new chair. Scott Manley is the current chair and is involved in a couple of specific projects but is not really interested in working on the larger goals of the committee. We are looking for a new chairperson.

Next item is board motion for disposition of office relocation fund. Director Weck asked about May 2018 date. Sorenson explained that the money was originally intended to move the SSA office to Elmira. Motion by Director Umphres was previously approved saying if office didn't move, then that money was available for board to use for whatever it wanted. Motion said whatever wasn't used money went to general endowment. Ken said his new Office Relocation Fund motion preserves the corpus of the Relocation funds for growth and retention. He doesn't want it to go to general endowment because then we would only have access to the interest. The motion transfers the money from its current location into the Kunda Fund which makes it available to be used for growth and retention and anything else it may need be used for. Director Sorenson wants to possibly hire a person or persons to help with growth and retention matters. These funds would provide \$100,000 a year for three years.. For example, some of these funds could pay for a marketing person to put together a promotional package, with PowerPoint, video and social media presentations. This type support would not have to be based in Hobbs and could work part time or on a contract basis.

John Godfrey said we get new people each year, and lose members each year. We should be concentrating on these members not necessarily looking for new ones. We need to figure out how to keep the ones we have. We need to look at why people are coming in and going out. Ken said there are other aspects of this support besides marketing, this position could essentially be a paid growth and retention position. It could include developing more CFGs and developing better cross country training programs, etc. We need a paid person to work on the growth and retention matters if we really want to turn around the membership decline.

Director Maleady said he has concerns about the motion.. We already have \$315,000 in Kunda, why not be using it. Retention is the issue we have, not getting them to join. He also thinks this should be the full board voting on it, not just ExComm. Full board should make this kind of decision. Who are we going to hire, what is their job, then board needs to approve it. Would consider putting a portion in the general endowment. Endowment helps provide operating income to SSA.

Sorenson said he wants to have enough money to spend in growth and retention efforts, and not deplete Kunda fund.

Next item is fundraising and planned giving efforts. Chairman Sorenson has talked with John Godfrey about this. John advised SSAFs bylaws say they should help solicit funds from donors to leave SSA money in their will. Sorenson said something needs to be addressed on this. We need a planned giving and fundraising effort.

Next item is chapter rebates from Director Whiteley. We formed a new Soaring Associate membership for those who are not chapters. Recommends progressively increasing rebates given to chapters. Would like support of ExComm for tomorrow. After much discussion, it was agreed.

Next item was the Perlan logo letter. Director Umphres had raised the issue in email correspondence with the other Excom members before the meeting and had provided a draft of a letter for the Chairman to send to the Perlan project management, should the Chairman wish to raise the issue. The Chairman stated he is going to look it over and decide about sending it.

Director Maleady advised the trophy committee info on the consent agenda, it doesn't show that the motion was passed by the ExComm. The Chairman said he will say ExComm has endorsed this for inclusion on the consent agenda. Chairman said he planned on identifying each of the four items on the agenda.

Next item of business, next meeting will be chosen at a later date. Will be done by phone conference, probably second week of December, but will advise when it gets closer.

Chris asked about motion from badge and record committee. They are asking for instructors be able to be appointment without having ABC badges. The requirement of having bronze badge he thought should be changed. This will be discussed at the full Board meeting if they have a proposal set forth.

Director Maleady moved to adjourn. Hearing no objections the meeting was adjourned.