

SWAAAE Board of Directors Meeting
Virtual Meeting - Zoom
Friday, October 16, 2020 | 12:30 p.m. - 4:30 p.m.

MEETING MINUTES - DRAFT

I. Call to Order, Roll Call, Review Agenda

- a. President Ross called the meeting to order at 12:32 p.m. after verifying a quorum was present and welcomed newly elected Board members.
- b. President Ross noted the following amendments to the Board meeting agenda:
 - i. Strategic Plan to be discussed prior to action items
 - ii. Nominating to be listed as a discussion item

Board of Directors: President Judy Ross, First Vice President Jorge Rubio, Second Vice President Corinne Nystrom, Immediate Past President Jennifer Maples, Director Gladys Brown, Director Tai Jye Chen, Director Brett Godown, Corporate Director Michael Hill, Director Dean Schultz, Director Alex Smith, Corporate Director David Sperling, Director Welton Trang, Director Liliana Valle

AAAE Representation: National Director Jonathan Hudson, AAAE Nominating Committee Representative Carl Newman, AAAE Director Barry Rondinella, AAAE BOE Representative Kevin Smith, AAAE BOE Representative At-Large Mark Witsoe

Committee Members: Membership Committee Chair Alice Bimrose, Technology Committee Vice Chair Justin Bollum, Technology Committee Chair Cole Hartfiel, Membership Committee Vice Chair Barney Helmick, Social Media Ad Hoc Chair Cooper Lushbaugh, 2021 Summer Conference Committee Chair Kim Matthews, 2021 Winter Conference Committee Chair Sean Moran, Academic Relations Vice Chair Graham Ritz, 2022 Summer Conference Committee Vice Chair Jon Stout

Guests: Harry Barrett Jr., Courtney Johnson, Hugh Rafferty

Staff: Executive Director Cathy Herring

II. Minutes of the Closed Board of Directors Session held virtually on Friday, July 17, 2020

- a. **ACTION:** Director Schultz made a motion to approve the minutes as presented. Second Vice President Nystrom seconded the motion, which passed unanimously.

III. Minutes of the Board of Directors Meeting held virtually on Friday, July 17, 2020

- a. **ACTION:** Corporate Director Sperling made a motion to approve the minutes as presented. Director Schultz seconded the motion, which passed unanimously.

IV. Minutes of the Special Board of Directors Meeting held virtually on Monday, September 21, 2020

- a. **ACTION:** Director Smith made a motion to approve the minutes as presented. First Vice President Rubio seconded the motion, which passed unanimously.

V. President's Report

- a. President Ross recognized and congratulated AAAE Director Kevin Bumen as the new Chief Commercial Officer for San Francisco International Airport. Courtney Johnson was named interim Director of Airports at San Luis Obispo County Regional Airport.
- b. President Ross reviewed the goals set for her year as president and noted the following:
 - i. SWAAAE has been hosting monthly virtual "coffee breaks" to provide members with additional networking opportunities; great turnout. President Ross thanked those who have attended and participated as hosts. The next coffee break is scheduled for November 9 at 2:00 p.m. PT.
 - ii. Per request, the Executive Committee is considering hosting a virtual holiday happy hour for members.
 - iii. The Social Media Ad Hoc Committee has established a monthly member newsletter; content requests should be sent to Committee Chair Cooper Lushbaugh.
 - iv. The AAAE Future Leadership Task Force submitted recommendations regarding qualifications for AAAE secretary/treasurer candidates which were detailed in the Nominating Committee report.

VI. Executive Director's Report

- a. Membership
 - i. Non-Executive Memberships
 1. Executive Director Herring referenced the report included in the handout packet and presented a total of nine non-Executive members for ratification. **ACTION:** Corporate Director Hill made a motion to ratify all non-Executive members as presented. Director Schultz seconded the motion, which passed unanimously.

- ii. Executive Membership Applications
 - 1. Executive Director Herring referenced the report included in the handout packet and presented a total of five Executive members for approval. **ACTION:** Director Godown made a motion to approve all Executive members as presented. Second Vice President Nystrom seconded the motion, which passed unanimously.
- iii. Membership by Class Report
 - 1. Executive Director Herring referenced the report included in the handout packet and reported a total of 539 current members compared to 536 members in October, 2019.
- iv. Non-Renewed Member List
 - 1. Executive Director Herring reported all non-renewed memberships expired on September 1, 2020. The list of non-renewed members was distributed electronically and those in attendance were encouraged to reach out to expired members and encourage them to renew.

VII. Financial Report

- a. 2020-2021 First Quarter Financial reports
 - i. First Vice President Rubio thanked committee members, referenced the reports included in the handout packet and noted the following:
 - 1. One of the Chapter's savings account was closed as the \$25,000 donation was returned to AAAE
 - 2. The 2020 Summer Conference income recorded (\$100) was for a sponsored giveaway reimbursement; SWAAAE purchased and distributed two gift cards and the sponsors paid SWAAAE directly
 - 3. The \$1,000 deposit paid to the Monterey Plaza has been deferred to the next fiscal year due to the postponement of the 2020 Winter Conference to 2021
 - 4. The \$838.89 recorded under Board Meeting expenses is for 2019-2020 Board gifts.
 - ii. A discussion took place regarding the Finance Committee's suggestion to perform a midyear budget adjustment to reflect the economic impact of not hosting an in person 2021 Winter Conference and/or in person Board meetings.
- b. Investment Strategy Update
 - i. AAAE Investment Agreement
 - 1. First Vice President Rubio noted, as approved by the Board, the Finance Committee and Executive Committee were to negotiate an investment agreement with AAAE outlining the conditions of AAAE managing the Chapter's investments. The fees included a \$500 initial set-up fee, \$250 annual management fee and \$10 per check disbursement fee. It was reported AAAE uses Vanguard, who does not charge a fee for trading Vanguard mutual funds; Vanguard is a low-cost provider and their fees are some of the lowest in the industry. First Vice President Rubio explained that after having exploratory conversations with AAAE staff, it was noticed that the available investment option with AAAE and the AAAE Foundation would not allow the Chapter to freely use the funds in the future as they would be tied to scholarships only. Furthermore, it was clarified that SWAAAE operates as a 501-(C)6 "trade organization" and even if SWAAAE wanted to pursue this investment option, a 501-(C)3 "charitable organization" would need to be formed. A discussion took place and the Board recommended the committee explore alternative investment options. **ACTION ITEM:** The Finance Committee is to provide an update on investment recommendations at the next Board meeting as a discussion agenda item.
 - ii. SWAAAE CD
 - 1. The CD account was set to expire on October 11, 2020 and the Executive Committee, in accordance with Policy Decision 20-16, moved the funds to a checking account (without penalty) until an investment strategy is identified and approved.

VIII. Strategic Plan

- a. Ad Hoc Committee Chair Witsoe thanked committee members and referenced the report included in the handout packet. Witsoe stated the committee was given two main tasks to accomplish over the course of the year; seek the prior year's work of the Strategic Planning Committee through to completion and review the Chapter's options for new products and/or services to become more financially stable. A discussion took place regarding the Chapter's 501c6 status and allowances for additional revenue. Committee Chair Witsoe encouraged those in attendance to submit ideas to generate additional revenue for the committee's review.

IX. Action Items

- a. Governance
 - i. Bylaws

1. Second Vice President Nystrom referenced the report included in the handout packet and summarized the proposed bylaw amendments. **ACTION:** Director Brown made a motion to approve the bylaw amendments as presented. Director Schultz seconded the motion, which passed unanimously. It was noted the bylaw amendments will be presented to the general membership for approval in January, 2021.
- ii. Policy Decisions
 1. Immediate Past President Maples referenced the report included in the handout packet and provided an overview of the proposed amendments to Policy Decision 20-19: Succession Planning for National Leadership Roles and Representation based on AAAE's Future Leadership Task Force recommendations. Second Vice President Nystrom presented a new Policy Decision, 21-20: Chapter Vision, Mission, Values, and Focus Areas, to capture and reflect the efforts of the 2019/20 Strategic Planning Committee. **ACTION:** First Vice President Rubio made a motion to approve all amendments, including the new Policy Decision, as presented. Director Chen seconded the motion, which passed unanimously.

X. Discussion Items

- a. Nominating
 - i. Immediate Past President Maples referenced the report included in the handout packet and recognized all committee members. A discussion took place regarding Chapter representation at the national level and SWAAAE's involvement with selecting AAAE leadership.
- b. Diversity
 - i. Diversity Committee Chair Valle referenced the report included in the handout packet and summarized the committee's accomplishments thus far which included university engagement, collaboration with the Academic Relations committee and SWAAAE's resolution supporting diversity, equity, inclusion and social justice. Valle and Director Chen presented results from AAAE's DEI case study and a discussion took place regarding the request to change the committee's name to the Diversity, Equity and Inclusion Committee. **ACTION ITEM:** The committee is to work with Second Vice President Nystrom to finalize and present the committee name change to the Board and general membership in January, 2021. The committee is to submit any budget requests to First Vice President Rubio.
 1. Corporate Director Sperling suggested involving corporate partners in the committee's efforts.

XI. Informational Items

- a. 2021 Winter Conference
 - i. Committee Chair Moran referenced the report included in the handout packet and stated the Board of Directors held a special Board meeting to discuss the format of the 2021 Winter Conference; the unanimous decision was to host the conference virtually. The planning committee has started to meet bi-weekly to discuss the conference platform, program, registration fees and sponsorship opportunities. A discussion took place regarding the suggested \$100-\$200 registration rate.
 - ii. The 2021 Winter Conference contract with the Monterey Plaza was postponed to 2022.
- b. 2021 Summer Conference
 - i. Committee Chair Matthews announced she will be retiring from Reno-Tahoe International Airport in January, 2021 and committee duties will be reassigned to the incoming Chief Marketing and Public Affairs Officer. AAAE BOE Representative Kevin Smith offered to assist with planning efforts as a Nevada resident.
- c. AAAE Accreditation Update/Final Interview Workshops – Kevin Smith/Mark Witsoe
 - i. AAAE BOE Representative Smith referenced the report included in the handout packet and congratulated SWAAAE member Hardy Bullock, A.A.E., who passed his Final Interview in August, 2020.
 - ii. The committee conducted a very successful virtual Final Accreditation Workshop with participants from across the county on October 1 and 2, 2020; approximately 20 candidates registered and participated.
- d. AAAE Corporate Committee Report
 - i. AAAE Corporate Committee Chair Faucher was not present and did not submit a report prior to the meeting.
- e. AAAE Update
 - i. President and AAAE Director Ross referenced the report included in the handout packet. AAAE Nominating Committee Representative Newman summarized the recent changes to AAAE leadership initiated by the AAAE Task Force. A brief discussion took place regarding the virtual NAC Conference and exhibit hall.

- f. Academic Relations Committee
 - i. Committee Chair Sperling referenced the report included in the handout packet and reviewed the following goals set by the committee:
 1. Create and maintain a contact list for all universities with an aviation program within the region.
 2. Continue to work with the Diversity Committee on outreach to schools and create a master list of internship opportunities within the Chapter by March, 2021.
 3. Schedule Executive/Student virtual sessions to mentor students as they enter their careers and become future leaders of SWAAAE.
 4. Continue to work with the Technology Committee to sustain a student worker program to offer stipends to students attending conferences, with a goal of a minimum of three student workers per conference.
- g. Awards, Resolutions and Recognition
 - i. Committee Chair Godown reported the Awards History booklet has been updated and uploaded to the website, and the committee is now focused on recruiting new members to review the existing Chapter Awards and requirements. **ACTION ITEM:** Recommended changes to the Chapter Awards will be presented at the next Board meeting.
- h. Corporate Member Update
 - i. Corporate Director Sperling referenced the report included in the handout packet and noted the following:
 1. Scheduling the next FAA/Consultant Forum is on hold due to COVID-19
 2. Best Practices Guide drafts have been submitted for review
 3. Corporate members are eager to see the benefits offered for the 2021 Virtual Winter Conference
 4. Corporate members have provided positive feedback regarding the monthly coffee breaks
- i. Credentials
 - i. Committee Chair Brown stated the committee's focus is recruiting C.A.E. applicants.
- j. Engagement/Education (Ad Hoc)
 - i. Committee Chair Smith referenced the report included in the handout packet and stated the first virtual educational session is tentatively scheduled for November 17, 2020.
- k. Executive
 - i. President Ross and First Vice President Rubio stated there was nothing to report.
- l. Ethics
 - i. Immediate Past President Maples stated there was nothing to report.
- m. Legislative and Industry Engagement
 - i. Committee Chair Moen was not in attendance but did submit a report included in the handout packet.
- n. Membership
 - i. Committee Chair Bimrose referenced the report included in the handout packet and encouraged participation in spotlighting members and member airports on the website. Bimrose added the committee, along with KCA, reviewed the list of AAEE members from the region and are brainstorming ways to contact and invite non-members to join and engage in SWAAAE. Committee Vice Chair Helmick noted the Executive Emeritus membership option available to those who retire.
 - ii. AAEE BOD Representative At-Large Witsoe introduced new SWAAAE member and Strategic Planning Committee volunteer Harry Barrett Jr. to the Board.
- o. Scholarship
 - i. It was reported the scholarship deadline of November 6, 2020 may be extended if approved by the committee. **ACTION ITEM:** Executive Director Herring is to confirm with Committee Chair Trang.
- p. Social Media (Ad Hoc)
 - i. Committee Chair Lushbaugh reported a monthly member newsletter has been established; the next issue will include a recap of the October Board meeting for the general membership.
- q. Technology
 - i. Committee Chair Hartfiel reported the new microphones have been received and the committee is looking forward to supporting the virtual Winter Conference. Students will be recruited to support the Technology Committee and conference as needed.
- r. Time and Place
 - i. First Vice President Rubio referenced the report included in the handout packet and noted the next Board meeting will be held virtually on Friday, January 22, 2021. Rubio stated in-person Board meetings and conferences are pending due to the current COVID-19 pandemic.

VIII. Directors Comments

- a. Immediate Past President Maples requested information from others on how their airport managed

the legalization of recreational cannabis.

IX. Adjourn

- a. The meeting was adjourned at 3:31 p.m.

Respectfully submitted by: Executive Director Cathy Herring