

SWAAAE Board of Directors Meeting
Cameron Meeting Room, Hyatt Regency Phoenix, Arizona
Friday, October 18, 2019 | 8:00 a.m. – 1:00 p.m.

MEETING MINUTES

I. Call to Order, Roll Call, Review Agenda

- a. President Maples called the meeting to order at 8:03 a.m. after verifying a quorum was present. President Maples confirmed voting and non-voting Board member positions per the bylaws.
Board of Directors: President Jennifer Maples, First Vice President Judy Ross, Second Vice President Jorge Rubio, Director Brett Godown, Director Barney Helmick, Director Courtney Johnson, Director Corinne Nystrom, Corporate Director Matt Quick, Director Dean Schultz, Corporate Director David Sperling, Director Andrew Swanson
AAAE Representation: National Director Kevin Bumen, AAAE Corporate Committee Chair Jon Faucher, AAAE Director and Nominating Committee Representative Barry Rondinella
Remote: AAAE Director Scott Malta, Past President Jon Stout, Director Welton Trang, AAAE BOE Representative At-Large Mark Witsoe, Cole Hartfiel, Alice Bimrose
Guests: Joe Husband, Past President Gary Mascaro, Ken Moen
Staff: Executive Director Cathy Herring, Anna Smith-Johnson

II. Minutes of the Board of Directors Meeting held at the Loews Ventana Canyon in Tucson, Arizona on Saturday, July 27, 2019

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

III. President's Report

- a. President Maples reported:
 - i. Since the last Board meeting, the SWAAAE Executive Committee has scheduled and conducted monthly conference calls. President Maples conducted conference calls with Committee Chairs and Vice Chairs as well.
 - ii. During the Chapter Officers meeting held at the 2019 AAAE NAC, all chapters expressed a desire to offer complimentary registration to encourage other chapter representatives to attend their conferences. President Maples will be extending the offer of complimentary registration to other chapters for the 60th Annual Airport Management Short Course in Monterey, January, 2020.
 - iii. AAAE is offering trail memberships to chapters to award at their discretion (offer does not apply to existing AAAE members). The Board will determine how to best distribute the AAAE trail memberships at an upcoming meeting.
 - iv. Immediate Past President Hudson will remain as SWAAAE's representative on the California Aviation System Plan (CASP) roster for at least another year, if not more.
- b. AAAE BOE Representative
 - i. President Maples reported Nyle Marmion resigned from San Diego International Airport, leaving a vacancy for the Chapter's AAAE Board of Examiners (BOE) Representative position. A call for interested candidates was sent to the full membership and it was reported three candidates applied for the vacant position. All three candidate packets were submitted to AAAE for consideration and AAAE selected Kevin Smith, General Manager of Truckee Tahoe Airport District, to fulfill the BOE position; Mark Witsoe will remain as the AAAE BOE Representative At-Large. Witsoe will run the Final Interview Workshop in conjunction with SWAAAE's 60th Annual Airport Management Short Course with Smith's assistance. A discussion took place regarding the mentor list.
- c. Best Practices
 - i. A call for interested candidates was sent to the full SWAAAE membership to assist the FAA with updating their Best Practices Guide. 9-10 submissions were received and three candidates were selected to represent the Chapter; Bob Hamilton of Kimley-Horn, Judi Krauss of Coffman Associates, and Delia Chi of RS&H.

IV. Strategic Plan

- a. It was reported First Vice President Ross was appointed as Chair of the Strategic Planning Committee; Second Vice President Rubio was appointed as Vice Chair. Ross thanked committee members for volunteering and referenced the report included in the handout packet. Committee member Joe Husband lead the discussion which included:
 - i. A review of the strategic plan member survey results. It was noted the committee plans to send another survey out to the full membership in early 2020.
 - ii. SWAAAE mission and values development.

- iii. SWOT analysis.

ACTION ITEM: The committee is to compile all information discussed and present two-three vision statements to the Board of Directors for their review prior to the next Board meeting, as well as three to four focus areas. The final strategic plan is to be presented to the membership at the 2020 Summer Conference in Reno, NV.

- b. It was suggested to conduct a strategic planning workshop and/or session at SWAAAE's 60th Annual Airport Management Short Course in Monterey, CA. It was also suggested the committee engage younger SWAAAE members, as well as a representative from Nevada, for increased diversity.

V. 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 16 non-Executive members to the Board for ratification. **ACTION:** Director Johnson made a motion to ratify all Academic and Corporate members as presented, as well as LisAnne Sawhney and Natalie Laneve only as Associate members. Director Nystrom 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 32 Executive members for approval, as well as one Executive Emeritus member. **ACTION:** Director Schultz made a motion to approve all Executive members as presented, except Lisa-Kay Bryan, Alyson Murphy and Michelle Panek, including all listed, non-ratified Associate members (pending review by Membership Committee) effective immediately, as well as the Executive Emeritus member effective January 25, 2020. Director 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 536 current members compared to 492 in October, 2018.

iv. Non-Renewed Members

- 1. Executive Director Herring reported all non-renewed memberships expired on Sept. 1, 2019. The list of non-renewed members was distributed and those in attendance were encouraged to reach out to expired members on the list to encourage them to renew.

VI. Financial Report – Judy Ross

a. 2019-20 First Quarter Financial Reports

- i. First Vice President Ross referenced the reports included in the handout packet the noted the following:

- 1. The \$205 recorded under Winter Conference reflects a late payment collected for the 2019 Winter Conference and will be recorded in the 2018-2019 fiscal year.
- 2. The \$2,000 in prepaid Winter Conference expenses, as noted on the Balance sheet, is for the 2020 (\$1,000) and 2021 (\$1,000) Winter Conference hotel deposits.

- ii. A discussion took place regarding the reduction in the Checking/Savings accounts, as well as the change in Accounts Payable in Q1. **ACTION ITEM:** Executive Director Herring is to confirm the \$64,000+ change in Q1 assets, as well as send an itemized list of Accounts Payable to the Finance Committee.

- iii. **ACTION ITEM:** It was reported the Finance Committee will discuss the Chapter's investment strategy and report at the next Board of Directors meeting.

VII. Informational Items

a. 2020 Winter Conference

- i. Committee Chair Godown reported the conference committee has bi-weekly teleconference meetings scheduled and presented the conference theme and slogan. Conference registration went live on Tuesday, October 15, 2019; weekly registration reports will be sent to the Board of Directors starting eight weeks prior to the event. A discussion took place regarding general session room layout options to maximize space, the Board and Conference Committee dinner, as well as the agenda for the conference.
- ii. President Maples reported a state association meeting will be scheduled on the Saturday prior to the start of the conference. Aviation association representatives and their Executive Committee will be invited to participate.

- b. 2020 Summer Conference
 - i. Committee Chair Schultz presented the conference theme “faster, higher, stronger; going for the gold in 2020”. A discussion took place regarding the potential conference keynote speaker and evening events.
- c. Academic Relations Committee
 - i. Committee Chair Decoteau was not present but did include a report in the handout packet.
- d. AAAE Accreditation Update/Final Interview Workshops
 - i. BOE Representative Witsoe referenced the report included in the handout packet and noted AAAE is considering conducting the Final Interview Workshop in other areas. It was reported the state of Hawaii is looking into supporting the accreditation program; a discussion took place on the accreditation mentorship program.
 - ii. First Vice President Ross suggested conducting a CM workshop.
- e. Chapter Diversity Committee
 - i. Second Vice President Rubio reported on behalf of Committee Chair Valle:
 - 1. TJ Chen will continue to serve on the committee.
 - 2. Committee is focused on student engagement. Second Vice President Rubio encouraged Board members to visit nearby colleges to promote the Chapter.
 - ii. A discussion took place regarding the AAAE Wings for Autism program.
- f. AAAE Corporate Committee Report
 - i. AAAE Corporate Committee Representative Faucher reported he chaired his first meeting and thanked First Vice President Ross for attending. Faucher invited those interested in speaking and/or presenting a topic to participate in future Corporate Committee meetings.
- g. AAAE Update
 - i. AAAE Director Malta referenced the report sent to the Board of Directors prior to the meeting. AAAE Director and Nominating Committee Representative Rondinella reported the PRC met during the AAAE NAC to discuss strategic planning and their current financial model. National Director Bumen added AAAE’s innovation arm is bringing in a large cash flow and suggested the Chapter follow their model.
- h. Awards, Resolutions and Recognition
 - i. Committee Chair Nystrom referenced the report included in the handout packet and reported the committee plans to meet on October 23 to discuss the future of the Awards program. A discussion took place on the current program, nomination process, and recognition recipients receive. It was suggested to increase awareness of the Awards program via press releases, social media and on the SWAAAE website. It was also suggested to add a new award to recognize early/mid-career recipients and/or new SWAAAE members.
 - ii. The committee is working on recognition letters for future conferences. **ACTION ITEM:** Add a younger member to the Awards, Resolutions and Recognition Committee. Committee Chair Nystrom requested member suggestions from the Board and encouraged them to nominate those on their staff.
- i. Corporate Member Update
 - i. Corporate Director Quick referenced the report included in the handout packet and welcomed Corporate Director Sperling to the 2019-2020 Board of Directors. Quick reported the second FAA/Consultant Forum was held at the 2019 SWAAAE Summer Conference and as a follow up, a conference call will be conducted at the end of the month. The next Forum will take place after the 2020 Winter Conference in Monterey, CA at the Monterey Plaza hotel.
 - ii. It was reported Mead & Hunt will transfer the preparation of conference materials to First Vice President Ross and Director Trang.
- j. Credentials
 - i. Committee Chair Johnson reported the committee is focused on updating the historical matrix, as well as increasing interest in the C.A.E. program.
- k. Executive
 - i. President Maples stated there was nothing additional to report.
- l. Ethics
 - i. First Vice President Ross stated there was nothing to report.
- m. Governance
 - i. Second Vice President Rubio referenced the report included in the handout packet and noted the primary goal of the committee this year is to update the Chapter’s bylaws and procedures.
- n. Legislative and Industry Engagement
 - i. Committee Chair Moen referenced the report included in the handout packet and a discussion took place on Arizona and Nevada legislative updates.

- o. Membership
 - i. Committee Chair Helmick reported Alice Bimrose was appointed Vice Chair of the Membership Committee and referenced the report included in the handout packet. The Membership Committee performed an audit on the current membership by category and found there were multiple members that appeared to be in the incorrect membership classification. Each member was contacted to confirm employment status and placed in the correct classification when necessary.
 - ii. A discussion took place on the featured member and featured airport sections of the website. Those in attendance were encouraged to nominate their airport and/or peers.
- p. Nominating
 - i. Committee Chair Hudson was not in attendance but President Maples noted the election for AAAE Director and Secretary positions will take place during the 2020 Winter Conference General Membership meeting.
- q. Scholarship
 - i. Director Trang referenced the report included in the handout packet and noted the deadline to apply for a Winter Conference scholarship is Friday, November 1, 2019.
- r. Technology
 - i. Committee Chair Hartfiel referenced the report included in the handout packet and noted the following goals for the committee:
 - 1. Provide self-sufficient technology services that reduce conference costs.
 - 2. Reduce the number of cables we run during the conference.
 - ii. The Board of Directors reviewed the requested items for purchase which included an HDMI wireless transmitter and receivers, rechargeable batteries, and a portable public address system and speaker stand. All of those in attendance agreed with the committee moving forward with purchasing the items out of the annual technology budget.
- s. Time and Place
 - i. First Vice President Ross referenced the report included in the handout packet and encouraged an airport from southern California to volunteer to host the 2020 Summer Conference. The next SWAAAE Board of Directors meeting will take place on Sunday, January 26, 2020 in Monterey, California.

VIII. Directors Comments

- a. Director Schultz suggested the Board of Directors consider creating a Technical Committee to focus on improving innovation for the Chapter, as well as a Communications/Public Relations Committee to focus on conducting webinars, distributing press releases, and improving the Chapter's social media presence.
- b. First Vice President Ross encouraged those in attendance to contribute to the AAAE Foundation.

IX. Members Comments

- a. AAAE Corporate Committee Representative Faucher suggested sending an email blast out to the full membership thanking them for participating in the strategic plan member survey and to notify the Chapter of how the committee is managing the data collected.

X. Adjourn

- a. **ACTION:** Director Schultz made a motion to adjourn the meeting at 12:24 p.m. Director Helmick seconded the motion, which passed unanimously.

Respectfully submitted by: Cathy Herring, SWAAAE Executive Director