

SWAAAE Board of Directors Meeting
Sheraton Mesa Hotel at Wrigleyville West (Madera Room) | Mesa, Arizona
Tuesday, September 27, 2022 | 8:30 a.m. – 11:30 a.m. PT

Meeting Minutes

I. Call to Order, Roll Call and Quorum, Review Agenda

- a. President Nystrom called the meeting to order at 8:31 a.m. after verifying a quorum was present. Nystrom requested "AAAE Nominating Committee" be added as an informational item.

Board of Directors: President Corinne Nystrom, First Vice President Tai Jay Chen, Second Vice President Courtney Johnson, Immediate Past President Jorge Rubio, Director Gladys Brown, Director Brett Godown, Corporate Director Michael Hill, Director Alex Kovacs, Director Graham Ritz, Director Alex Smith, Corporate Director David Sperling, Director Welton Trang

AAAE Representation: Leadership Development Committee Chair/2023 Winter Conference Committee Chair Alice Bimrose, AAAE BOE Representative Rosalyn Bond, AAAE Director Judy Ross, AAAE Nominating Committee Representative Jon Stout, AAAE BOE Representative At-Large Mark Witsoe

Committee Members: 2023 Winter Conference Committee Vice Chair Loriann Chace, Social Media Committee Chair Courtney Pene, Diversity, Equity and Inclusion Committee Vice Chair Lisa Watada

Staff: Executive Director Cathy Herring

II. Minutes of the Board of Directors Meeting held on Saturday, July 9, 2022 at the DoubleTree by Hilton Sonoma in Rohnert Park, CA

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

III. President's Report

- a. President Nystrom welcomed new Board members and recapped the areas of focus set for her year as president which included increasing opportunities for members to gain professional knowledge, increasing member participation and involvement, and improving relationships. President Nystrom thanked committee chairs, vice chairs and committee members for their work thus far and encouraged committee chairs to recruit new members to increase Chapter member involvement. Nystrom thanked the Board for their participation in the monthly coffee breaks.
- b. President Nystrom encouraged airport members to submit their ACIPs for the website.
- c. It was stated AAAE will amend their bylaws to include a representative from each Chapter to serve on the AAAE Ethics Committee; Chair Mark Gale will be implementing. The Chapter expects an update after the next AAAE Board meeting. **ACTION ITEM:** Solicit participation from the membership as new AAAE committee positions become available.

IV. 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 18 non-Executive members for ratification. Herring confirmed all Associate members were confirmed to remain as Associate. **ACTION:** Second Vice President Johnson made a motion to ratify all non-Executive members as presented. Corporate Director Sperling 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 nine Executive members for approval. **ACTION:** Director Brown made a motion to approve all Executive members as presented. First Vice President Chen seconded the motion; a discussion took place regarding the membership for Timothy Reid, Acting General Manager/CEO. Second Vice President Johnson suggested Board members and Committee Chairs/Vice Chairs welcome new members and encourage them to join a committee. The motion passed unanimously.
 2. **ACTION ITEM:** Include upcoming Chapter events in new member welcome emails (coffee breaks, conferences, education sessions etc.) and promote via social media.
 3. **ACTION ITEM:** Membership Committee is to review and formalize new member welcome procedures; consider including committee information and sharing new member contact information with the Board of Directors so they can personally

- reach out.
- iii. Membership by Class Report
 1. Executive Director Herring referenced the report included in the handout packet and reported a total of 624 members compared to 612 in September, 2021. Herring referenced the new data included in the report (renewal retention rate, average tenure, lifetime value etc.). **ACTION ITEM:** Include ACE accreditation data in future membership reports.
 - iv. Non-Renewed Member List
 1. **ACTION ITEM:** The Board of Directors is to review the electronic list provided and volunteer to contact non-renewed members encouraging them to renew for the current membership year. The non-renewed list is to also be reviewed by the Membership Committee.

V. Financial Report

- a. 2022-2023 Draft First Quarter Financial Reports
 - i. First Vice President Chen referenced the draft reports included in the handout packet and reviewed the new format. It was stated the Governance Committee will be working on the policy decisions to clarify check signer responsibilities.

VI. Action Item

- a. Credentials
 - i. Committee Chair Brown briefed the Board of Directors on the requirements for the C.A.E. credential and recommended two applicants for Board approval. **ACTION:** Second Vice President Johnson made a motion to approve both applicants for the C.A.E. designation. Director Smith seconded the motion; a discussion took place on the increase in C.A.E. applications and the requirement to serve on a Chapter committee. The motion passed unanimously.

VII. Discussion Items

- a. Additional Board Member Positions
 - i. President Nystrom discussed the feedback received to consider new Board of Directors' positions, including the creation of a Hawaii Director position and/or a position to include American Trust Islands in the South Pacific, the Baja Norte/Sur - Sonora regions of Mexico, and the countries of Australia and New Zealand, per the Chapter's bylaws. A discussion took place on establishing an additional At-Large Director position. **ACTION ITEM:** Director Brown to reach out to eligible members to gauge their interest in serving on the Board of Directors should a new At-Large position be established. Lisa Watada volunteered to assist and meet with potential Board members in November while traveling.
 - ii. A discussion took place on bylaw amendments should Board changes be approved by the general membership (and there be confirmed interest from eligible members); potential goal to implement changes included presenting bylaw amendments to the general membership at the 2023 Summer Conference; first election to be impacted would be in the summer of 2024. **ACTION ITEM:** Create an ad-hoc committee to spearhead potential new At-Large position; ad-hoc committee members to include President Nystrom, Immediate Past President Rubio, Director Brown, Lisa Watada and representatives from Hawaii/regions the position would represent.
 - iii. The Board of Directors discussed potentially adding a third Corporate Director Board position due to the current size of the Corporate membership, increased interest and recent competitive elections. **ACTION ITEM:** Create an ad-hoc committee to spearhead potential additional Corporate Director position; members to include President Nystrom, current Corporate Directors Hill and Sperling and Executive Director Herring.
 - iv. The Board of Directors also discussed establishing an Academic Director Board position to increase diversity and decreasing Northern and Southern California Director positions from two per region to one.
- b. Chapter Committees
 - i. President Nystrom opened the meeting to discuss current Chapter committees and if the Board felt the need to reduce the current number/merge committees that continuously work together. It was reported a few Committee Chairs/Vice Chairs met and will continue to discuss a potential merger. **ACTION ITEM:** Pene, Corporate Director Sperling, Director Smith and Director Ritz to meet and present Committee recommendations to President Nystrom for consideration. As Governance Committee Chair, Second Vice President Johnson to review Policy Decisions and procedure manual for required amendments; Policy Decisions to be presented to the general membership in January for ratification/approval.
- c. Governance
 - i. Second Vice President Johnson stated the committee will review, draft and present amendments for the Board's consideration and approval pending ad-hoc committee discussions.

- ii. A discussion took place on the procedures manual and the amendments required to ensure all committees, and committee procedures, are current. It was stated at minimum, the AAAE Leadership Development Committee needs to be included. **ACTION ITEM:** Second Vice President Johnson to collect procedure manual updates from current Committee Chairs and Vice Chairs.
- d. Scholarship
 - i. Committee Chair Ritz referenced the report included in the handout packet and stated the committee is focused on promoting scholarships for the upcoming Winter Conference. A brief discussion took place on allocating the \$25,000 from AAAE to support scholarships. **ACTION ITEM:** The Scholarship Committee is to work with Executive Director Herring to submit a request to increase the scholarship maximum amounts.

VIII. Informational Items

- a. 2023 Winter Conference
 - i. Committee Chair Bimrose referenced the report and draft conference agenda included in the handout packet and stated the program subcommittee has been meeting weekly and the full planning committee meets monthly. Bimrose pointed out the general membership meeting moved from lunch to breakfast on Tuesday morning, January 24 and reviewed the draft conference agenda. It was stated the program subcommittee is working to confirm speakers with the goal of representing various airport sizes and each state in the Chapter.
- b. 2023 Summer Conference
 - i. Committee Chair Smith reported the first planning meeting for the 2023 Summer Conference will be on Wednesday following the Airport Management Short Course. The committee will apply lessons learned to planning the 2023 Summer Conference in Phoenix, Arizona.
- c. AAAE Accreditation Update/Final Interview Workshops
 - i. AAAE BOE Representative Bond referenced the report included in the handout packet and reported the next Final Interview Workshop will take place at the AAAE NAC next month. BOE Representative At-Large Witsoe will be leading the October Final Interview Workshop and BOE Representative Bond will lead the workshop in January, 2023.
- d. AAAE Professional Development Committee
 - i. Committee Chair Bimrose referenced the report included in the handout packet and a discussion took place on rebranding the committee's name to the "Leadership Development Committee" to be consistent with AAAE (this was approved). It was confirmed there are two committees, the AAAE Leadership Development Committee and the SWAAAE Leadership Development Committee. The SWAAAE Leadership Development Committee is working on a leadership panel for the 2023 Airport Management Short Course, as well as a "Goal Digger Leadership Workshop". A discussion took place on budget/fees associated with hosting future workshops.
- e. AAAE Nominating Committee
 - i. AAAE Nominating Committee Representative Stout reported a meeting is scheduled to take place at the AAAE NAC next month.
- f. AAAE Update
 - i. It was reported the next AAAE Board meeting is October 8 and the Chapter Officers meeting is October 9.
- g. Academic Relations Committee
 - i. Committee Chair Sperling referenced the report included in the handout packet and noted the committee will reach out to all Academic members to promote the upcoming Airport Management Short Course and the scholarships available.
- h. Awards, Resolutions and Recognition
 - i. Committee Chair Godown reported 2022 Summer Conference recognition letters were mailed and the Awards booklet has been updated on the Chapter website. 2022 Chapter Award winners will be marketed to promote the 2023 Awards application window set to open in February.
- i. Corporate Member Update
 - i. Corporate Director Hill reported a few Corporate members were working to confirm the FAA Roundtable in conjunction with the 2023 Airport Management Short Course. Coffee breaks continue to be appreciated.
 - ii. Corporate Directors meet monthly; one idea discussed was hosting in person networking events and opportunities outside of conferences.
- j. Diversity, Equity and Inclusion
 - i. Committee Vice Chair Watada referenced the report included in the handout packet and stated the committee is working to develop a survey to determine committee strategy moving forward.
 - ii. It was reported First Vice President Chen was appointed to serve as Vice Chair of the AAAE Diversity, Equity and Inclusion Committee.

- k. Engagement/Education
 - i. Committee Chair Smith reported the last virtual education session with DocuSign was a success and the committee is considering drafting sponsorship opportunities for future education sessions.
- l. Executive
 - i. President Nystrom reported the Executive Committee meets monthly.
- m. Ethics
 - i. Immediate Past President Rubio stated there was nothing to report. A discussion took place on recent changes made to Chapter conference evening events; Rubio noted positive feedback was received.
- n. Legislative and Industry Engagement
 - i. Committee Chair Moen was not in attendance but did provide a report included in the handout packet.
- o. Membership
 - i. Committee Vice Chair Bimrose stated there was nothing additional to report.
- p. Nominating
 - i. Immediate Past President Rubio noted all current Board of Directors' positions are filled. Rubio stated one goal the committee discussed is to create a calendar of Board term positions.
- q. Social Media (Ad Hoc)
 - i. Committee Chair Pene referenced the report included in the handout packet and noted the committee is working on strategy. Pene encouraged committees to send information and graphics for posting on social.
- r. Strategic Plan (Ad Hoc)
 - i. Committee Chair Witsoe reported the committee is focused on the creation of the SWAAAE Foundation. The goal is to present the foundation to the general membership at the January 2023 general membership meeting.
- s. Time and Place
 - i. First Vice President Chen referenced the report included in the handout packet.
- t. Young Professionals
 - i. Director Ritz reported a committee call is scheduled within the next few weeks.
- u. ZØØ Visual and Audio Production Committee
 - i. Executive Director Herring noted an equipment purchasing call is scheduled and the committee is working on an equipment list for the insurance policy increase.

VIII. Director Comments

- a. None.

IX. Member Comments

- a. None.

X. Adjourn

- a. **ACTION:** Second Vice President Johnson made a motion to adjourn the meeting at 11:27 a.m. Immediate Past President Rubio seconded the motion, which passed unanimously.