

SWAAAE Board of Directors Meeting
Virtual Meeting - Zoom
Friday, April 16, 2021 | 1:00 – 4:30 p.m. Pacific Time

MEETING MINUTES - DRAFT

I. Call to Order, Roll Call, Review Agenda

- a. President Ross called the meeting to order at 1:02 p.m. after verifying a quorum was present.

Board of Directors: President and AAAE Director 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 J. Godown, Corporate Director Michael Hill, Director Ken Moen, Director Michael Musca, Corporate Director David Sperling, Director Welton Trang

AAAE Representation: AAAE Director Kevin Bumen, Corporate Committee Chair Jon Faucher, National Director Jonathan Hudson, AAAE Nominating Committee Representative Carl Newman, AAAE BOE Representative Kevin Smith

Committee Members: Membership Committee Chair Alice Bimrose, Technology Vice Chair Justin Bollum, Membership Committee Vice Chair Barney Helmick, Summer Conference Committee Vice Chair Brian Martinezmoles, Academic Relations Vice Chair Graham Ritz

Guests: Courtney Johnson, Sean Moran, Dean Schultz, Jon Stout

Staff: Executive Director Cathy Herring

II. Minutes of the Board of Directors Meeting held virtually on January 22, 2021

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

III. President's Report

- a. President Ross thanked committee chairs and vice chairs for their efforts and hard work over the last year; specifically, during the pandemic.
- b. President Ross reported:
- i. The Strategic Planning Committee presented business plan ideas to the SWAAAE Executive Committee for consideration and a lot of great ideas were discussed.
 - ii. The monthly networking coffee breaks have been very successful and well received by members. The coffee breaks fulfill President Ross' goal of keeping members engaged throughout the pandemic.
 - iii. The Engagement/Education Ad Hoc Committee launched a quarterly schedule for virtual member education sessions; the April session was well attended and received positive feedback from members.
 - iv. The 2021 SWAAAE Summer Conference will take place August 8 – 11 in Reno, Nevada. Ken Moen will serve as Conference Chair and Brian Martinezmoles will service as Conference Vice Chair.

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 14 non-Executive members for ratification. **ACTION:** Director Brown made a motion to ratify all non-Executive members as presented. Second Vice President 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 eight Executive members for approval. **ACTION:** Corporate Director Sperling 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 608 current members compared to 615 members in April, 2020.

V. Financial Report – Jorge Rubio

- a. 2020-21 Third Quarter Financial Reports
- i. First Vice President Rubio recognized committee members, referenced the financial reports included in the handout packet and noted the following:
 1. Membership income received April through June 30, 2021 will be deferred to FY22

- as membership renewals for FY22 started in April, 2021.
2. 2021 Summer Conference registration income and expenses will be deferred to FY22.
 3. SWAAAE staff is following up to collect outstanding registration income from the 2021 Winter Conference (three outstanding invoices were noted). All 2021 Winter Conference expenses are accounted for in Q3 reports.
 4. Remaining expenses for FY21 include:
 - a. Annual website renewal payment of \$3,132.
 - b. AAAE Airport Legislative payment of \$1,000.
 - c. AAAE Airport Regulatory members payment of \$1,000
 - d. Minimal credit card fees for outstanding 2021 Winter Conference registration payments.
- ii. First Vice President Rubio noted the current net income projection for FY21 was around \$41,000.
- b. AAAE Funds Return
 - i. First Vice President Rubio noted the \$25,000 from AAAE was received and deposited into SWAAAE's checking account via ACH. Staff will be moving the funds into a separate savings account where it will be properly accounted for scholarship purposes only.

VI. Action Items

- a. MOU for Complimentary Conference Registrations Between AAAE Regional Chapters
 - i. President Ross referenced the memo of understanding included in the handout packet and noted the chapter has extended complimentary conference registration to other chapter presidents/leadership since the 2020 Winter Conference when the discussion initially took place. **ACTION:** Director Brown made a motion to approve the MOU as presented. Corporate Director Hill seconded the motion, which passed unanimously.
- b. Credentials
 - i. Director Brown presented one application, reviewed by the committee, for the Board of Director's approval. **ACTION:** Immediate Past President Maples made a motion to approve Carl Newman's C.A.E. application. First Vice President Rubio seconded the motion, which passed unanimously.

VII. Discussion Items

- a. Strategic Plan/Business Plan (Ad Hoc)
 - i. Strategic Planning Ad Hoc Committee Vice Chair Maples reported a lot of work has continued by the committee since the January meeting. The top 14 business concepts were shared with the Executive Committee for feedback and the committee is now narrowing down the top ideas selected to move forward with implementation.
- b. 2021-22 Budget Draft
 - i. First Vice President Rubio referenced the draft budget included in the handout packet and noted the budget included an estimate of 100-111 in-person attendees for the 2021 Summer Conference, as well as a President's Reception and Banquet. Rubio also noted the draft budget included higher in-person attendance for the 2022 Winter Conference, an increase to credit card fees and KCA management fees (KCA offered an 8% discount for 2020-2021), as well as support for state aviation days (\$500 for each state) under Board Approved Programs. **ACTION ITEM:** The committee will present the final draft budget for Board approval at the next Board meeting.
- c. Awards, Resolutions and Recognition
 - i. Committee Chair Godown recognized and thanked the committee members for their efforts, referenced the report included in the handout packet and presented revisions to the current chapter award descriptions, requirements and judging criteria. Godown noted the goal of the committee was to clarify for easier submission and increase recognition of the award's merit. A discussion took place regarding the Wanamaker award and if it should specifically state recipients are to be individuals who do not work at an airport. **ACTION ITEM:** The committee is to consider the recommendation prior to the launch of this year's awards.

VIII. Informational Items

- a. 2021 Summer Conference
 - i. It was reported the program subcommittee had been meeting regularly to develop a draft agenda (included in the handout packet) for the conference; goal is to have a draft agenda ready to publish when registration launches end of April. It was noted:
 1. FAA session will take place on Tuesday afternoon.
 2. 9-hole golf tournament tentatively scheduled for Sunday afternoon at Ponderosa Truckee.
 3. President's Reception and Banquet was included in the draft agenda for Tuesday

evening. A discussion took place and those participating in the meeting agreed to keep the evening events as scheduled for Tuesday.

4. Airport tour will take place on Wednesday, post-conference.
- ii. It was reported the cost of food and beverage, as well as the room rates, are much lower than previous Summer Conferences.
- b. 2022 Winter Conference
 - i. President Ross stated the Executive Committee was working to secure a Conference Chair and Vice Chair for the 2022 Winter Conference in Monterey, California.
- c. AAAE Accreditation Update/Final Interview Workshops
 - i. AAAE BOE Representative Kevin Smith referenced the report included in the handout packet and reported the last Board of Examiners retreat was held virtually on April 8 – 9, 2021. During the retreat, the BOE decided not to plan for any virtual Final Interview options moving forward, after AAAE's National Airports Conference (NAC).
 - ii. The committee conducted a Final Interview Workshop for PANYNJ; 31 people were in attendance.
 - iii. The next Final Interview Workshop is scheduled for September 23-24, right before AAAE's NAC in Savannah, Georgia (virtual). The next in-person Final Interview Workshop will be Monterey, 2022.
 - iv. 12% of the chapter's membership is accredited.
- d. AAAE Corporate Committee Report
 - i. Corporate Committee Chair Jon Faucher was not in attendance but did provide a report included in the handout packet.
- e. AAAE Update
 - i. President Ross reported the National Airports Conference will take place September 26-28, 2021, all in-person, in Savannah, Georgia.
- f. Academic Relations Committee
 - i. Committee Chair Sperling thanked the committee members, referenced the report included in the handout packet and stated the committee researched universities with aviation programs throughout the region and shared internship program and availability information with all current Academic chapter members. The committee's next steps include scheduling Executive/Student virtual sessions to mentor students as they enter their careers and working with the Technology Committee to offer stipends for students to attend future SWAAAE conferences.
- g. Corporate Member Update
 - i. Corporate Director Hill referenced the report included in the handout packet and noted:
 1. The next FAA/Consultant Forum is pending; waiting for further coordination with the FAA.
 2. The final review and rollout of the Best Practices Guide is expected end of May/early June, 2021.
 3. Corporate members have expressed interest in supporting the 2021 Summer Conference and look forward to returning to in-person events. The sponsorship opportunities that were offered for the 2021 Winter Conference were very well received.
 4. Corporate members have enjoyed connecting with others on the monthly SWAAAE coffee breaks.
- h. Diversity, Equity and Inclusion
 - i. Director Chen referenced the report included in the handout packet and noted Chair Harry Barrett Jr. will work with Executive Director Herring to schedule a DEI panel lunch session during the 2021 Summer Conference.
 - ii. The committee plans to highlight members throughout May for Asian/Pacific American Heritage month.
- i. Engagement/Education (Ad Hoc)
 - i. Committee Vice Chair Hill referenced the report included in the handout packet, recognized chair Alex Smith, the committee members, and noted the last Education Session drew 99 registrants; 71 members attended. The committee is currently evaluating the post-event survey results to schedule the next Education session.
- j. Ethics
 - i. Committee Chair Maples stated there was nothing to report.
- k. Governance
 - i. Committee Chair Nystrom stated there was nothing to report.
- l. Legislative and Industry Engagement
 - i. Committee Chair Moen referenced the report included in the packet and stated the chapter provided a letter to repeal Arizona SB1406.
 - ii. The committee is in need of a new Arizona representative and a new Hawaii representative; recommendations were requested. Director Brown suggested recruiting a SWAAAE member who also is a member of the Arizona Airports Association to represent

Arizona.

iii. First Vice President Rubio provided an update on California legislation.

m. Membership

- i. Committee Chair Bimrose recognized committee members, referenced the report included in the handout packet, and stated:
 1. The committee has focused on increasing participation in member spotlights on the SWAAAE website.
 2. AAEE provided a list of members who are in the SWAAAE region but are not SWAAAE members. KCA completed a cross check to identify individuals on the list who are currently SWAAAE members. Letters targeting potential Corporate and Airport members have been drafted and are in review with President Ross.
 3. The committee is reviewing the non-renewed member list and plans to reach out via email and/or phone to encourage membership renewal.
 4. A membership audit was conducted and completed in March, 2021.

n. Nominating

- i. Committee Chair Maples referenced the report included in the handout packet and stated there was a large number of vacancies to fill on the SWAAAE Board due to appointments made in 2020, as appointments are only until the next election. The committee is refining the "call for candidate" announcement and election timeline.
- ii. A discussion took place regarding hosting a virtual forum for potential candidates to education them on the chapter's election process, Board of Director responsibilities and time commitment, as well as a forum for campaign instructions once the slate has been finalized. The committee also plans to provide feedback on an individual basis to any candidates not elected to prepare for the next election.
- iii. It was stated the slate will require approval by the Board of Directors in advance of the 2021 Summer Conference election.
- iv. A discussion took place regarding the participation matrix previously used by the committee to solicit/approve Board of Director candidates.

o. Scholarship

- i. Committee Chair Trang stated the next round of scholarships will be awarded during the 2021 Summer Conference in August. Trang solicited volunteers for the committee to help review applications.

p. Social Media (Ad Hoc)

- i. Committee Chair Lushbaugh was not in attendance and did not provide a report prior to the meeting. President Ross requested content for future newsletters be sent to Lushbaugh and Executive Director Herring.

q. Technology

- i. Committee Vice Chair Bollum referenced the report included in the handout packet and stated the Whova event app was very successful and well received for the 2021 Winter Conference. The committee will implement and test the Whova app for the 2021 Summer Conference to produce a successful hybrid event. Eventually, the committee hopes to move away from having to pay future conference venues/hotels to connect to house sound and invest in additional equipment.

r. Time and Place

- i. First Vice President Rubio referenced the report included in the handout packet and noted the dates and locations of future events.
- ii. Summer Board of Directors Meeting
 1. First Vice President Rubio stated the next Board of Directors meeting will take place virtually on Friday, July 30, 2021; one week prior to the Summer Conference.

VIII. Adjourn

- a. The meeting was adjourned at 2:45 p.m.

Respectfully submitted by: Executive Director Cathy Herring