

**SWAAAE Board of Directors Meeting**  
**Sonoma Meeting Room, DoubleTree by Hilton Sonoma | Rohnert Park, California**  
**Friday, April 8, 2022 | 8:30 – 11:30 a.m.**

**MEETING MINUTES**

**I. Call to Order, Roll Call, Review Agenda**

- a. President Rubio called the meeting to order at 8:33 a.m. after verifying a quorum was present. President Rubio thanked Charles M. Schulz Sonoma County Airport for hosting the meeting and thanked those who attended the Board of Directors dinner.
- b. **ACTION:** Director Johnson made a motion to move agenda item VI. B “Nominating Committee” to a discussion item. Second Vice President Chen seconded the motion, which passed unanimously.

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

**AAAE Representation:** AAAE Director Jennifer Maples, AAAE BOE Representative Kevin Smith, AAAE BOE Representative At-Large Mark Witsoe

**Committee Members:** Young Professionals Committee Vice Chair Katherine Bales, Membership Committee Chair and 2022 Winter Conference Chair Alice Bimrose, Scholarship Committee Vice Chair Stephen Chandler, ZØØ Visual & Audio Production Committee Vice Chair James Cullison, 2022 Summer Conference Chair Omar Daaboul, ZØØ Visual & Audio Production Committee Chair Cole Hartfiel, Young Professionals Committee Chair Sean Moran

**Staff:** Executive Director Cathy Herring

**Guests:** Past President Jon Stout

**II. Minutes of the Board of Directors Meeting held on Sunday, January 23, 2022**

- a. **ACTION:** Second Vice President Chen made a motion to approve the meeting minutes with one amendment to the Governance Committee report; updating “racked” to “tracked”. Director Brown seconded the motion, which passed unanimously.

**III. President’s Report**

- a. President Rubio thanked committee Chairs, Vice Chairs, and committee members for continuing to move the Chapter forward.
- b. During last month’s AAAE Chapter Officers meeting, many items were discussed, including the new Professional Development Committee and the \$50,000 contribution from AAAE to the Chapter. Membership was also discussed; AAAE is considering consolidating all Chapter membership into one singular membership. It was reported other Chapters may be moving away from hybrid conferences; SWAAAE may be the only Chapter to continue to offer hybrid attendance due to the support of the ZØØ Visual & Audio Production Committee. The AAAE team is busier than ever and is hiring staff back. President Rubio noted Chapter Presidents are meeting on a monthly basis.
- c. A behavior complaint was received after the 2022 Winter Conference. As Chapter President, Rubio exercised the right stated in the Chapter’s code of conduct and took proper action. President Rubio reported the issue was closed.
- d. A discussion took place regarding the conference hospitality suite. Director Johnson stated she was in support of conducting a special Board of Directors meeting to discuss the topic further.

**IV. Executive Director’s Report**

- a. Membership
  - i. Non-Executive Memberships
    1. Executive Director Herring reference the report included in the handout packet and presented a total of 12 non-Executive members for ratification. **ACTION:** Corporate Director Hill made a motion to ratify all non-Executive members as presented. Second Vice President Chen seconded the motion, which passed unanimously.
  - ii. Executive Membership Applications
    1. Executive Director Herring reference the report included in the handout packet and presented a total of five Executive member applicants for approval. **ACTION:** Director Brown made a motion to approve all Executive member applications as presented. Director Smith 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 697 members compared to 608 in April, 2021.

## V. Financial Report

- a. 2021-22 Draft Third Quarter Financial Reports
  - i. First Vice President Nystrom referenced the draft reports included in the handout packet; Executive Director Herring noted the \$50,000 from AAAE was included in the draft Q3 financials. A discussion took place and it was suggested the Finance Committee discuss allocation of the \$50,000 and then meet with Corporate Directors if necessary. **ACTION ITEM:** President Rubio requested the AAAE funds be reported under a new line item titled "Professional Development".

## VI. Action Items

- a. Acting Secretary for Chase Bank
  - i. First Vice President Nystrom reference the report included in the handout packet and stated KCA's Chase business bank representative informed KCA all FDIC conformance and regulatory divisions will be reviewing existing nonprofit accounts to bring them into conformance. SWAAAE had former KCA owner Kate Christensen and former KCA Vice President James Christensen listed as Acting Secretaries. In order to be in conformance, it was recommended to remove former KCA employees and add Executive Director Herring as Acting Secretary. **ACTION:** Director Brown made a motion to update the Acting Secretary of the association to add Cathy Herring, President of KCA, and remove Kate Christensen and James Christensen. Corporate Director Sperling seconded the motion. A discussion took place and it was recommended to add an additional KCA staff member as a second Acting Secretary once presented and approved by the Finance Committee. The motion passed unanimously.

## VII. Discussion Items

- a. 2022-23 Budget Draft
  - i. First Vice President Nystrom presented the draft budget included in the handout packet. The Board of Directors discussed and recommended the following adjustments:
    1. Increase to credit card fees - \$9,500
    2. Increase both AAAE Conference sponsorships - \$2,500 each (per the minimum for each event)
    3. Increase to Technology - \$20,000 pending final request from the ZØØ Visual & Audio Production Committee; consider budgeting for a third committee member to attend each conference
    4. Increase Scholarship to ensure all offered scholarship funds are budgeted**ACTION ITEM:** Scholarship Committee is to work with the Finance Committee to finalize FY23 budget request; consider allocation for the \$25,000 from AAAE. **ACTION ITEM:** Finance Committee is to confirm support for AAAE's DEI Scholarship.
  - ii. It was suggested the Finance Committee reach out to each Chapter Committee Chair/Vice Chair to confirm their FY23 budget requests.
  - iii. A discussion took place on Policy Decision 22-04; it was stated the draft budget should ensure the Policy Decision is met prior to bringing the budget to a vote by the general membership in July.
- b. AAAE Donation Utilization
  - i. President Rubio presented utilization suggestions for the Board of Directors' consideration; a discussion took place. **ACTION ITEM:** Director Brown and AAAE Professional Development Committee Chair Bimrose are to work together on drafting a professional development support plan to allocate the available funds for the Board's consideration.
- c. Michael A. Schutt Recognition
  - i. Director Ritz reported the ad hoc committee met to discuss opportunities for the Chapter to continue to recognize Michael A. Schutt and presented the suggestion to rename the conference's Young Professionals meet and greet event after Mr. Schutt. It was reported Mead & Hunt's Jeff Leonard is in support and volunteered to welcome attendees by recognizing Mr. Schutt at the start of each event (in conjunction with each conference).
- d. FAA Design Competition Support
  - i. **ACTION ITEM:** Director Brown is to present a request for the Chapter to support the program at the next Board of Directors' meeting.
- e. Nominating Committee
  - i. BOE Representative
    1. Nominating Committee Chair Ross reported BOE representative Smith will not be eligible to complete his current term due to a career and membership type change. Ross thanked Smith for serving as the Chapter's Board of Examiners representative and noted a call for candidates was sent to the membership to complete Smith's term and to then serve the next three-year term.
  - ii. It was stated if Immediate Past President and AAAE Director Ross is elected to AAAE Secretary/Treasurer, the Chapter must submit the name of the alternate AAAE Director to

fill the vacancy until the next Chapter election. A call for candidates will be sent to the membership on April 8, 2022 with candidate packets due April 15 at noon.

- iii. Nominating Committee Representative
  1. It was reported due to unforeseen circumstances, there will be a call for candidates sent out on April 8, 2022 for the Chapter's AAAE Nominating Committee Representative; candidate packets will be due April 15 at noon. Term is immediate through the January, 2023 Chapter Board of Directors meeting.
- iv. A special Board of Directors meeting will take place virtually on April 20 for concurrence on the Nominating Committee's recommendation for appointments to the available AAAE positions.
- v. Ross referenced the election schedule included in the handout packet report. It was reported five Chapter positions are up for election this year. Nominating Committee Chair Ross will be hosting a virtual forum for interested Board of Director candidates on May 6.

## VIII. Informational Items

- a. 2022 Summer Conference
  - i. Conference Chair Daaboul reported the committee has been working to finalize conference details, including the welcome reception and Monday night networking event. Daaboul noted the draft program is available on the website and conference registration is open.
- b. 2023 Winter Conference
  - i. Conference Chair Bimrose reported the hybrid Winter Conference will be held January 22-25, 2023 at the Monterey Plaza. The contract with the Monterey Plaza has been executed and the first deposit has been paid. Director Brown has been secured as the conference emcee.
- c. AAAE Accreditation Update/Final Interview Workshops
  - i. BOE Representative Smith referenced the report included in the handout packet and noted accreditation modules are in the process of being updated. Smith offered to assist with the transition to the Chapter's BOE Representative replacement/new appointment.
- d. AAAE Professional Development Committee
  - i. Professional Development Committee Chair Bimrose referenced the report included in the handout packet and stated the committee convened in February. Chair Krauter indicated during the first meeting, it is expected to take 2-3 years to organize and structure the committee.
  - ii. Pathways to get involved at the Chapter and National level was published.
  - iii. **ACTION ITEM:** Bimrose is to work with the Summer Conference Program Chair to secure time in the agenda to provide an update on the committee's efforts.
- e. AAAE Update
  - i. AAAE Maples stated AAAE requested feedback on their strategic plan.
  - ii. Immediate Past President and AAAE Director Ross reported Chair Krauter is getting the Board together on April 28 to review the FAA reauthorization.
- f. Academic Relations Committee
  - i. Committee Chair Sperling referenced the report included in the handout packet and stated the committee plans to reconvene to discuss goals and objectives for the year.
- g. Awards, Resolutions and Recognition
  - i. Committee Chair Godown reported the first awards solicitation email will go out next week; solicitation emails will recognize previous award recipients. Godown encouraged Board members to consider nominating peers.
  - ii. Proclamation has been drafted to recognize Chris Eberhart for the establishment and management the Winter Conference Attorney Workshop.
- h. Corporate Member Update
  - i. Corporate Director Hill referenced the report included in the handout packet and noted the new member benefit, ACIP listings, will be announced and promoted very soon. Airports will need to send their ACIP's to SWAAAE headquarters to be uploaded on the website; accessible by members only.
- i. Credentials
  - i. Committee Chair Brown reported the committee plans to reach out to eligible members (17 total) to provide a link with step-by-step instructions on how to apply for the C.A.E. The committee's goal is to get 50% of eligible members to apply.
- j. Diversity, Equity and Inclusion
  - i. Second Vice President Chen reported the committee is focused on getting Hawaii involved in the Chapter. President Rubio noted Chair Krauter recognized the committee for their efforts, including the email blasts sent to the Chapter membership.
- k. Engagement/Education (Ad Hoc)
  - i. Committee Chair Smith referenced the report included in the handout packet and noted the last virtual education session had 40 participants.

- I. Executive
  - i. President Rubio stated there was nothing to report.
- m. Ethics
  - i. Immediate Past President and AAAE Director Ross stated there was nothing to report.
- n. Governance
  - i. It was suggested to create a policy decision on disposing the Chapter's older AV equipment.
  - ii. It was suggested to consider increasing conference and travel expenses for the Zebra Zero Zero Visual and Audio Production Committee to include 1-2 committee members, in addition to the Chair and Vice Chair.
- o. Legislative and Industry Engagement
  - i. A report was submitted prior to the meeting and included in the handout packet.
- p. Membership
  - i. Committee Chair Bimrose referenced the report included in the handout packet and noted a new featured member and featured airport were live on the website. Future recognition will include student members and scholarship winners.
  - ii. The committee is working to finalize the member benefit video for the website and is reaching out to AAAE members in the region who are not Chapter members.
- q. Scholarship
  - i. Committee Chair Ritz referenced the report included in the handout packet and noted the scholarship window is open through May 20. The committee plans to partner with the Academic Relations committee to promote the available scholarships to universities. A discussion took place on offering complimentary virtual summer conference registration to students.
  - ii. The committee plans to discuss allocation of the \$25,000 and present options for the Board's consideration at a future meeting.
- r. Social Media
  - i. AAAE Director Maples noted the review of social media platforms is underway; the committee is considering using Buffer. A budget request will be submitted to the Finance Committee for consideration.
- s. Strategic Plan (Ad Hoc)
  - i. Committee Chair Witsoe referenced the report included in the handout packet and a discussion took place regarding the opportunity and benefits of creating a 501c3 SWAAAE Foundation. Estimated startup costs were discussed. Those participating in the meeting approved the committee to continue forward with the 501c3 establishment.
- t. Time and Place
  - i. First Vice President Nystrom referenced the report included in the handout packet and noted the next Board of Directors meeting is scheduled for Saturday, July 9 12:30 – 3:30 p.m.
- u. Young Professionals
  - i. Committee Chair Moran reported Vice Chair Bales has been actively engaging with military and Embry Riddle to discuss and promote opportunities within the industry. The committee plans to participate in a future career fair.
  - ii. Moran noted from a national standpoint, the YoPro committee plans to host a networking event at the upcoming Annual Conference in Seattle; discounted rates are available to young professionals.
- v. ZØØ Visual and Audio Production Committee
  - i. The committee plans to work with the Finance Committee and Summer Conference Chair to budget and support a third committee member's attendance on-site at the conference.

#### **VIII. Directors Comments**

- a. Director Brown suggested future closed committee meetings be held separate from Board of Directors meetings. President Rubio thanked Brown for the feedback.
- b. Immediate Past President and AAAE Director Ross suggested considering an increase to the AAAE stipend budget.

#### **IX. Members Comments**

- a. AAAE BOE Representative At-Large Witsoe thanked the Board of Directors for the virtual meeting participation option; allows for more members to be involved.

#### **X. Adjourn**

- a. **ACTION:** Director Brown made a motion to adjourn at 12:17 p.m. Immediate Past President and AAAE Director Ross seconded the motion, which passed unanimously.