



Minutes

January 2020 Board of Directors Meeting

Date: January 7th, 2020
Time: 1400 EST Time
Location: Robert Raskey's home
456 Airport Drive S
Summerland Key, FL 32042

In attendance: Tara Cook, Kathy McCullough, Karen Noll, Erin Jackson, Kyoko Kimura

Via Skype: Christine Albertson, Kara Hatzai, Uli Fay

Chairwoman— Tara Cook

2:26pm - Call to Order

Motion to Accept Agenda - All in Favor

Secretary— Christine Albertson

ISA received several year-end donations

- Thank You Cards have all been sent for donations to date

Silent Auction

- Start soliciting for higher-end donations in next eblast
- Looking for someone to shadow as a backup in case I can't make it
- New ideas: Winners circle, 50/50 raffle, Conference registration

Vice Chairwoman— Kathy McCullough

Smithsonian - Carolyn Johnson PhD student

- Wants to do oral history of ISA members for Smithsonian
- Will be at WAI to conduct interviews
- Motion to have Kathy POC for Smithsonian venture* - all in favor

National Flight Academy announcements

- Need to stay involved to keep relevant
- Help with Stem Program, etc.
- Tara will write email report about what she finds out

Gail Gorsky

-Update info – solicit from Jean Harper

-Incorporate/honor her at conference- 1972 “KY Derby Queen”

Kathy discloses that she received knick-knacks from pin company

Treasurer – Kyoko Kimura

LPL- \$390k

Bank of America - \$130 in checking (\$40k FNMS)

Haven't used credit card recently

Scholarship – Karen Noll

Scholarship Report

- 2019 Type rating winners will not be using funds
 - o Deanne Powers gets job at FedEx, Caterina Wilson gets job at Alaska Airlines
 - o Contact runners up to use funds instead
- Suggests spending more money on women coming up through training pipeline because flight schools say that is where they are losing women pilots
- Awarding 5 Francesca Norris Scholarships in partnership with WAI with joint funds, also one in partnership with US Aviation
 - o Family wants legacy and we have collected funds to continue for years
 - o Discussion on keeping funds separate for Francesca Norris funds – possibly interest bearing account?
 - o Beverley requests \$10k from The Points Guy donation to be specifically allocated to Francesca fund
 - o US Aviation partnership is strong
 - o Send donors update on winners
- Will also be awarding 5/6 financial scholarships this year
- Pima Lama update
- Create a scholarship for a non-US woman at the upcoming conference location to spread the wealth around the universe and for international press opportunities

Communications—Erin Jackson

Alix Bouloud – Diversity Officer for the National Capital Wing of the US Air Force Auxiliary (Civil Air Patrol)

-Wants to partner with ISA for diversity

-Offer Apprentice Membership

Adjust Facebook Permissions

-Currently anyone can post to our group/private page

-Proposes to change settings to approval required and have several members who can approve posts.

Brings up the need for separate ISA email addresses

- Credibility and to keep separate from personal emails

Apprentice Membership

- Want to be able to connect young women aviators to our group
- Offer watered down version of what is on the website, the newsletter, and limited contact information

Communications Policy

- Have two sets of eyes on communications to people outside of ISA
- Be cognizant of everything we put in writing, public and private
- Change Slack privacy settings

Motion to Recess at 3:35pm



Date: January 8th, 2020
Time: 1000 EST Time
Location: Robert Raskey's home
456 Airport Drive S
Summerland Key, FL 32042

In attendance: Tara Cook, Kathy McCullough, Karen Noll, Erin Jackson, Kyoko Kimura, Kara Hatzai, Uli Fay, Member Pam Purdue

Via Skype: Christine Albertson, Davida Forshaw, Marketing: Amanda Noll

Chairwoman— Tara Cook

10:33am - Call to Order

Membership Chair - Uli Fay

Membership Report
-640 Members

Events Coordinator - Kara Hatzai (2 hours)

WAI Conference

- Hotels room reserved for Kara, Uli, Karen
- Start soliciting volunteers
- Social: Chelsea running it. Will contact WAI about room
- Swag: Tabasco, Lip gloss, possibly kid swag for Girls day
- Francesca Norris Scholarship

- Will present on stage at WAI
- WAI will waive conference fees for winner. Beverley and Natasha working with AA to support airfare for winner. We may pick up slack on funds to get winners there.

-Banner, needs to get back from Australia - put feelers out to members who travel Sydney/US routes to get that back here

2020 Louisville Conference

-Live by the last week in February (Feb 25th) - Erin send out EBlast

-Waiting on UPS response about sponsorship in order to determine the conference fee and also what is included in the fee

-Send postcard mailing reminder for upcoming conference (Uli, Kara, and Christine)

-Vendors have gotten back to Kara with 2020 pricing. Going to start finalizing contracts and what all we want to do.

-Terri Donner knows someone from a local news team

-Extensive discussion on Conference agenda and new format for business meeting

Education & Outreach - Davida Forshaw

Transformation

-Flight Plan- Loop in Emily to guide us through the next phase

-Logo

Using aspects of DSGN Logic's concept and Symboliq's lettering, Member Pam Purdue created a new fresh logo that all Board members like.

-Website

Discussion on DSGN Logic's progress and working with Symboliq to start the development phase of the website. More to come from Conference Call with DSGN Logic on Friday evening, Jan 10th at 6:30pm EST

Motion to Recess at 4:40pm



Date: January 9th, 2020
Time: 1000 EST Time
Location: Mark Baker's home
314 Airport Drive S
Summerland Key, FL 32042

In attendance: Tara Cook, Kathy McCullough, Erin Jackson, Kyoko Kimura, Kara Hatzai, Uli Fay

Via Skype: Christine Albertson

Chairwoman— Tara Cook

9:41am - Call to Order

BOD Members

- Discussion on roles of DSGN Logic and Symboliq moving forward. Ask for clarification on Phases tomorrow on Huddle
- BOD members email Christine their "Content" pages for the website
- Goal to get website up and running by our conference
- Goal to get Events for the Conference on the current website as soon as possible. Also send postcard out with agenda to get people excited. Expect Conference Registration open by Feb 24th.
- Discussion to bring Amanda to the Conference for Thursday morning panel. (Fly in Wednesday afternoon, go to Come From Away, and cocktail hour to field questions, and then be there Thursday)
- Discussion on getting a conference app
- Where are we at with MailChimp? Still need to get it up and running for newsletters
- Domain names: recently secured ISA21.org for \$12/year. This is in addition to femaleairlinepilots.org that we secured back in September. We can choose where we want to direct viewers to when the time comes. As BOD changes, need to keep up with paying for that so that we don't lose the domain- have it be like a Treasurer duty since they pay the bills?
- Commitment to 2021 Scholarships (So we can have WAI advertise)-
- 2 type ratings, 4 financial scholarships, 1 yearly Francesca Scholarship
- Francesca Scholarship- WAI giving \$500 to winners, do we match and give our winner money to use towards the conference as well?

Is this setting precedence for future years or are we doing this because it is a special year? Can we expect to present on stage next year? Decide later on if we keep the monetary compensation for winners or not. Do we present certificates or plaques to winners? Is her mom part of the selection process? Natasha attempting to get airfare for winners to/from WAI.

- Erin to update post Facebook settings so that any posts needs to be approved first so that we can better control the content on the feed. Discussion on approving members and decided to keep members in the FB group who are no longer active members.
- Kyoko work on Budget for 2020
- Discussion on Nominations and who is up for re-election in 2020. Send EBlast out soon
- Discussion on Gift Certificates and pay for cleaning for Robert and Mark for the accommodations

Motion to Adjourn at 10:46am by Kathy, Seconded by Kyoko