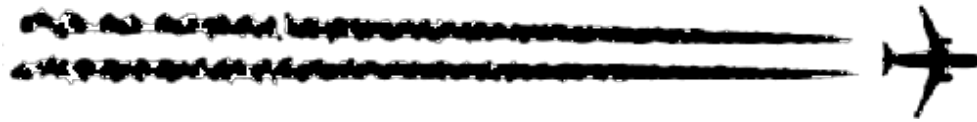




THE INTERNATIONAL SOCIETY OF WOMEN AIRLINE PILOTS



Minutes

Skype Board of Directors Meeting

Date: July 14th, 2020
Time: 1600 CST Time
Location: Skype

BOD Members Present: Tara Cook, Christine Albertson, Kyoko Kimura, Davida Forshaw, Erin Jackson, Kara Hatzai, Maggie Eickhoff, Uli Fay, Natasha Shcheglova

Call to Order: 1600

Chairwoman - Tara Cook

- Decision Making Process
 - More formal process of making decisions as a Board, so that we do not get in a loop of questioning each other after the decision is made
 - Present all information and ask questions *before* taking a vote
 - BOD Members - Executives and Strategists
 - Make decisions based on what is best for ISA+21
 - Needs to be a higher level of trust when a BOD Member is doing something for their committee and using their discretion on making decisions.
 - Francesca Norris Memorial Scholarship
 - How to make sure it appears ISA+21 is not “benefitting”
 - Need to take control of the messaging to Membership
 - Communications Strategy- between now and conference
 - Everyone come up with ideas for announcements to be made to Membership - draft timeline leading up to conference
 - Think more “globally” on how we communicate
 - Need to re-address governance especially if we are thrust into the limelight so that no one can question how we run the organization

Education & Outreach Chair - Davida Forshaw

- Project Engage Update
 - Not just about the numbers or reallocating task from members working on the project to an outside vendor
 - Goal: direct contact with HR Departments at each of the airlines
 - Increase Membership
 - Possibility of partnership for sponsorship/donations
- Website - Go “Live” Date

- Build up and use communication strategy to build up excitement
- Website release campaign – possibly September 1st
- Merchandise
 - Ordered more decals and Iron-Ons. Sent directly to each of us.
 - Select four colors: White, Black, Pink, Teal
 - Ordered luggage tags
 - Discuss having “brand ambassadors” to talk up our new brandings
- Need Covid Announcement

Conference Chair - Kara

- Vendor communication
 - Everything going on as planned. Adhere to social protocols
 - No buffets, served food instead
 - Still need to hear back from bus company
- Side Trips
 - Discussion and decision to change from a 2-day side trip to Lexington, to just a day trip (leave and return to Louisville) on Friday to go to three distilleries and thoroughbred horse farm. (Kentucky Horse Farm on-site buildings are not open yet). Leave at 9am, Return 5pm
- Registration Method and Date
 - Club Express, July 15th
- Conference Update
 - Break-even point on registrations to not lose money? 75
 - Low cost for this conference, with flexible change policies. Sponsors to offset cost and money left over from Sydney Conference
 - Make a decision mid to end of August to proceed or not based on number of registrants

Membership Chair - Uli Fay

- Morale Postcard
 - Send something to members about being there for each other during these rough times
 - Postcards are not that expensive, Postage around \$400
 - Make decision next week to proceed

Treasurer- Kyoko Kimura

- Member request for 2019 Financial Report details
- Advise Treasurer before making any transactions moving forward
- Discuss financials strategy next meeting
- Discuss which projects we want to invest in moving forward

Next Meeting: Wednesday, July 22nd at 2pm (Central)

Adjourn: 1715