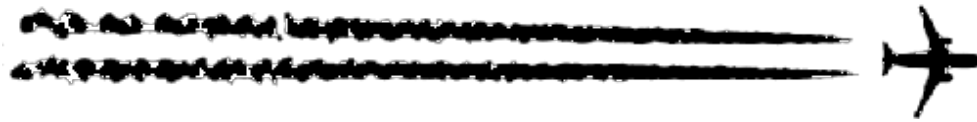




THE INTERNATIONAL SOCIETY OF WOMEN AIRLINE PILOTS



Minutes Skype Board of Directors Meeting

Date: August 12th, 2020
Time: 1500 CST Time
Location: Skype

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

Call to Order: 1500

Communications Chair - Erin Jackson

- Communications Strategy Update
 - Logo reveal wording discussion - put out tonight
 - Push back the social media contest originally scheduled this week
 - Share/Tag a non-member pilot for an entry, share across all platforms, winner gets a merchandise pack. Announce Monday
- Brand Ambassador Update
 - Held a Skype Call with some and they loved it!
 - Waiting on the non-U.S. ladies to receive their merchandise before comms go out to Membership, so they are ready to go

Secretary - Christine Albertson

- Social Media Management from Symboliq
 - They have asked if we want them to manage their social media
 - More inclined to see if Amanda would be able to, because we appreciated her enthusiasm, knowledge for aviation, and marketing experience and expertise when she spoke to us at the Sept BOD meeting - maybe hire for some ongoing consulting as well to get us started?
 - Will get a quote from her for social media management and consulting
- Website Update
 - Still on track - hopefully get a functional product in a week or so
 - Transferring over Member info for the database

Outreach Chair - Davida Forshaw

- Merchandise
 - Will be putting together a spreadsheet of cost of each time so we can determine how much to charge for each item
 - Come up with a “pack” of items for the Silent Auction to sell.
- LinkedIn - worked on developing profile after website launch

Scholarship Chair - Natasha Shcheglova

- Just about finished with Scholarship Ops Manual
 - Will send draft for review shortly

Adjourn: 1533