

## Minutes

### Skype Board of Directors Meeting

Date: August 26<sup>th</sup>, 2020  
Time: 1500 CST Time  
Location: Skype

BOD Members Present: Kara Hatzai, Christine Albertson, Davida Forshaw, Erin Jackson, Natasha Shcheglova, Uli Fay

Call to Order: 1500

#### Communications Chair – Erin Jackson

- Social Media – Winner Announcement
  - Discussion on what pieces to include for the prize
- Amanda involvement at conference
  - Virtual/Live Presentation – We all would prefer Live
  - Topics to talk about- how to stay relevant and relate to next generation
  - Secure Airline ticket- \$97 Roundtrip right now
- Social Media Calendar – looking ahead for Sept-Dec
  - Important Dates
  - Post Category Ideas
  - Important to post and clicks go to our website so that we can get that traffic
  - Social Media live feed on website (home page)
- Comm Strategy Update
  - Website announcement, then registration deadline reminder
  - Update address eblast – use new website addresses
- Captain's Club
  - Ordering Plaques with new logo on it
- Used new graphs for two media interviews

#### Membership Chair – Uli Fay

- Discussion on Pink Pins to save on postage
  - Combine with new membership pin mailing

#### Scholarship Chair – Natasha Shcheglova

- Scholarship push leading up to deadline
- Reaching out to flight schools (New poster with QR code)



Secretary - Christine Albertson

- MeetApp
  - Updated graphics, integrated virtual options
  - Think about polling questions to make it interactive
  - Charge for registration for virtual access. \$15-\$20 or so? Include registration bag and conference app access and ability to interact with polling and other features
- Website Update
  - Live, Need everyone to qc the website
  - Discussion on login and restricting pages. Password for Member Central- 1978. Distribute that on WhatsApp/Facebook Page
- Need content for website release video

Outreach Chair - Davida Forshaw

- Brainstorm advertisement level names

Vice Chairwoman - Kara Hatzai

- Conference Update
  - Acknowledge Retirees at Conference somehow - Luncheon
  - Itinerary Update:
    - Shorten Business Meeting, Transformation Panel moved to after meeting and before luncheon
    - Thursday Day at the Racetrack; Busses pickup at 8:30am. Arrive to Churchill Downs at 9am
  - Virtual Registration
    - First however many get registration bag with swag
  - Need 30 more nights still for our hotel block

Next Meeting: September 2<sup>nd</sup> @3pm

*Adjourn: 1616*