

Minutes Board of Directors Meeting

Date: May 3rd, 2021

Time: 1500 EDT

Location: Philadelphia

BOD Members In attendance: Tara Cook, Kara Hatzai, Kyoko Kimura, Erin Jackson, Natasha Shcheglova, Maggie Eickhoff, Uli Fay

Via Skype: Christine Albertson, Davida Forshaw

Call to Order: 1515 EDT

President's Report: Tara Cook

- Moment of Silence for ISA+21 Member Aubrey Rice
- Update on Presidential Working Group: Encouraging diversity promotes safety, is more productive, and efficient, and combats group think.
- Tara reached out to Scott Kirby, United CEO, directly regarding Aviate Academy and partnering for scholarships. United would like to recruit at the Atlanta ISA+21 Conference as well.
- IFALPA working on point papers, not approved as of yet for dissemination

Scholarship Director's Report: Natasha Shcheglova

- Thanks to everyone for hard work on scholarship applications
- Advertisements sent to WAI for 2022 scholarships. We will keep our scholarship window open longer than the WAI window is open (they moved up the deadline to October)
- Ideas for moving forward with named scholarships: allowing members to "sponsor" a scholarship in honor/memorial for someone
- Reaching out to foreign flight schools to encourage applications for scholarships
- Ideas to encourage thorough vetting of scholarship applicants
- Expanding and improving the scholarship interview questions

Vice-President's Report: Kara Hatzai

- Virtual WAI was not well attended. Most interactions in the exhibitor booths were from other vendors, ISA+21 members, and former scholarship winners. We did not get any new memberships and we typically get 30-40 from a WAI conference.
- Hopeful that things will be more “normal” next year!

Treasurer's Report: Kyoko Kimura

- Scholarship Investment Account is \$470K
- Checking is \$70k
- Three new lifetime memberships since last board meeting

Education and Outreach Director's Report: Davida Forshaw

- Film progress: many interviews have been completed already, several yet to be completed. Outline and plan is evolving. Contract will involve entertainment lawyer to ensure we are protected in distribution rights
- Merchandise shop: Red Bubble will host a shop for us that we can link from the ISA+21 website. Allows worldwide shipping, they will create on-demand, so no inventory required. Requesting samples soon!
- German Film School interested in creating 2-3 minute short film targeted to girls interested in aviation. Investing options for funding and sponsorships to support film.

RECESS

Call to Order: May 4th, 1000 EDT

Events Director Report: Maggie Eickhoff

- Briefed hotel options and locations to the board. Site visits planned for this week
- Presented options for Tuesday night reception and Wednesday night dinner and prices discussed
- Possible sponsorship opportunities from local businesses
- Building team for support in Atlanta, still need volunteers

Marketing Consultant Report: Amanda Noll

- Shifting gears in media from sharing history and past events to promoting our message and outreach
- Transitioning from RAA advertisements to ARS sponsored posts, discussed pausing new partnerships until after Atlanta Conference
- Updating sponsorships to be in line with the Board's goals
- Outlining and documenting key contacts within the aviation industry to partner with for posts and enhance exposure

Membership Director's Report: Uli Fay

- Issues with pairing mentors/mentees. Location, airline goals, schools
- Recognition of "Lifetime Members" to encourage participation, individualized pins
- Separate identity of Lifetime Members and Charter members
- Moving forward with "Support Members" soon

Communications Director's Report: Erin Jackson

- RAA sponsorship contract expiring for now. Very successful partnership and open to revisiting in the future
- Aspiring Member Survey ready to go out. Brainstorming questions and goals
- Goals for Aspiring Member Newsletters
- Planning ahead for Member Spotlights and #TBTs and monthly highlights

Secretary's Report: Christine Albertson

- Elections. Discussion on who's term limit is up this year in 2021. Tara Cook, Uli Fay, Davida Forshaw, and Erin Jackson intend to seek re-election to the Board of Directors, while Christine Albertson will not seek re-election.
- The Board of Directors proposed and approved postponing elections to the Fall to align with the conference and for Board Members to finish out their duties and not have any drastic leadership changes right before conference.
- Because of us shifting the conference to September, our election cycle is off from the standard spring induction date. The Board discussed solutions and a proposal was made to amend the Bylaws as follows: *Directors shall assume their duties **the first of the month following the annual ISA+21 Conference** for the year in which they are elected* (currently, the date is May 15th). This leaves room for a flexible conference date and allows continuity of duties throughout our main event (ISA+21 annual conference) each year.
Passed Unanimously (9 Yes, 0 No)

Motion to Adjourn by Kara Hatzai, Second by Erin Jackson

Meeting adjourned at 1400 EDT

Next Meeting planned for September 21st, 2021 in Atlanta, GA