EXECUTIVE COMMITTEE MEETING
SEPTEMBER 6, 2019, 5:00 P.M. MDT
DENVER, COLORADO

Draft Minutes

Attending: Geoff Weck, Denise Layton, Ann Lafford, Jim Garrison, Frank Whiteley, Richard Maleady

Guests: Rich Carlson, John Godfrey, Alexa Owens, Rick Lafford, Phil Umphres, Ken Sorenson, Cindy Brickner, Pat Costello, Rich Owen

CALL TO ORDER 5:01 P.M. MDT

1. Approval of the Agenda. Director Whiteley moved to approve, Jim Garrison second. Approved.

2. Approval of Minutes from August 13, 2019, SSA EXCOMM Telecon. Director Weck moved to approve, Director Garrison seconded. Approved.

3. Treasurer’s report - Richard Maleady asked if everyone had a chance to read his report. He said that we are not covering our budget right now, our income does not match our expenses. There are three places we are losing out on income:

- Our dues income has dropped and our membership has dropped unexpectedly and significantly. It started in October and the normal bump up through the summer didn’t happen this year. As of July we had 9,267 active members, down from 9,743 in July 2018 which was down from 9,838 in July 2017.
- Eagle Fund donations for operations is down, but our fundraising choices may be going to restricted, special buckets. People may be choosing other funding options, but total contributions may also be down. This needs addition analysis
- Receipts form merchandise are down $20,000 from budget. We get a bump in convention years but it’s down in off years. A few years ago, we reduced the number of items available.

Believe we may end up in the red for the year. Not sure how Eagle Fund donations for operations will come in at the end of the year. At best we’ll have a break-even year.

The 2020 budget is showing a negative $31,000 as capital provided by operations and a net capital decrease of $52,000. That’s money we don’t have to pay bills. Denise, Kathey, and I have done the best we can but we haven’t gotten much input from committee chairs, having put in $10,000 for Growth and Development with no figure on what they plan to spend. Juniors haven’t put in what they plan to spend, but this year we are already at $10,500 in rebates, so right now that’s an uncapped expense. Rules committee fund puts in $3,000 year to cover those rebate costs. Thus the sanction fee income has dropped.
We also need to look at what events are planned. Are we attending Sun 'n' Fun? There was $6,000 earmarked for Google Ads which was not used. Alexa Owens offered that would not be used. Director Schrader was not present to comment.

Ken Sorenson asked who specifically was input needed from and apologized for not having made an input for Growth and Retention. Perhaps we can move this along with a list of what inputs are needed and follow-up after meeting this weekend. Director Maleady commented that he calculated Contest Committee sanction income for 2018 to within $100, but he would prefer the Contest Committee provide that information for the budgeting process. Ken Sorenson said they may not know. Director Maleady said they don’t, but he’d like them to make an estimate. The budgeting process this year has been very difficult.

**Director Maleady moved that the SSA budget an additional $50,000 distribution from the General Endowment available funds for 2020 to cover the deficit in operations. Director Weck seconded.**

Director Maleady advised that the SSA has not drawn on the available funds over the past couple of years. These funds are available in addition to the $43,000 that already in the budget. SSF Chair Godfrey commented that there are $133,000 in General Endowment Funds Available. Director Maleady suggested that taking from the available funds instead of Kunda was better because there is a restriction on taking more than 15% of General Endowment funds in any one year. SSF Chair Godfrey disagreed that the 15% limit applied to the Funds Available. SSF Trustee Umphres said both are right, that although the Funds Available bucket was created to avoid the 15% limit, Director Maleady had identified language in the by-laws that might be ambiguous, so it is better to draw against the Funds Available balance so that we don’t bump up against that limit. Trustee Umphres said there’d need to be a particularly bad set of circumstances with a large market downturn.

Director Weck asked why we aren’t looking at specific line item cuts before coming up with an amount? Director Maleady said all we are asking for is an authorization for the preliminary budget and the there will be a review of the requests prior to approving the final budget.

Director Maleady observed that what we should have done in prior years is taken the Funds Available distribution instead of using Kunda for as much as we’ve been using it for. Once we get the Funds Available, then we have the Trustee Determined distribution annually.

Director Maleady suggested that we may have hit a tipping point with member dues. Perhaps the closing of the five commercial operations this year. Director Weck offered that some of those based at Beloit had put their gliders on the market and suggested they were done.

**Motion approved.**
Director Maleady moved that the EXCOMM recommend to the full board approval of the 2020 Preliminary Budget including the adjustments made for the $50,000 General Endowment funds. Chair Lafford seconded. Approved.

Director Maleady referred to the Audit Report from Johnson, Miller noting that during a check of inventory, two boxes marked Gliding Flying Handbooks were found to be empty. This resulted in a $383 overstatement in inventory. They recommended a count and recount all inventory and removal of empty boxes that could mistakenly be counted as inventory.


As in prior years, groups have gotten upset with the FAI and high charges. The USPA has been sending letters to all of the air sports organizations to sign a letter of protest to the FAI about the high FAI costs. CEO Layton shared this with our FAI delegate, Rick Sheppe, and he advised that we don’t want to get involved with this. AMA has not joined in. USPA, USHPA, and BFA are protesting. Consensus is that SSA will not be protesting.

Nothing else to report.

5. Approval of Letter of Agreement between SSA and NAA – Layton

CEO Layton The NAA has sent out a draft letter of agreement. There records reflected that the last letter of agreement with the SSA was signed by Brian Utley in 1980. They’ve drafted a new letter of agreement for all air sports organizations. No longer required that there be reciprocal board representation. Director Garrison asked if we need a legal opinion.

Director Weck moved we approve the NAA Draft Letter of Agreement contingent upon review by Michael Shakman, Director Whiteley seconded. Approved.

6. Discussion of forming a small committee to research website restructure - Ann Lafford

Director Whiteley commented that this is a large project, bigger than some large commercial web sites. Although not in my report, 70% of first encounters with the SSA web site will happen through a mobile device. Suggested that we have a three-year window to storyboard and develop.

SSF Chair Godfrey suggested that the customer and member management aspects perhaps should be decoupled. He also suggested that we want to define what we want, but define it is a marketing resource, a daily newspaper, a member resource, and library but at this point not working about the technical issues but the strategic and marketing focus.

Initial committee membership, Frank Whiteley, John Godfrey, Alexa Owens, Doug Easton, and others that may be suggested and willing.
Director Garrison mentioned that other web sites, US Team, Juniors, and Letsgogliding.com. Chair Lafford suggested one result would be to draw these into the restructured design.

Action for Chair Lafford to work on finding others to contribute to developing a position paper on the web site restructure.

7. Establish a committee to re-evaluate the structure of the regions – Ann Lafford

According to the by-laws, in the year 2020 the SSA needs to review the structure of the regions. Some of the restructuring committee may be interested. Richard Maleady, Rich Carlson, Ron Ridenour, and Jim Garrison. Rich Carlson will Chair and contact Ron to see if he’s interested and get back with Chair Lafford.

8. Discuss changing the requirement for NAA on the Board – Ann Lafford

Given the change in NAA by-laws, does the SSA want to continue to require NAA on our board? Director Garrison is currently on the NAA board as they formerly required rotating representation from one of the air sports organizations on their board. However, they no longer require that.

Director Whiteley asked that if we did request their representation, would they participate? CEO Layton said the from the meeting she attended, that they would.

The consensus was to amend the SSA by-laws to remove the requirement for NAA participation on the SSA board. Phil Umphres suggested that amending the incorporating documents and by-laws begs for precise language, thus this will be reviewed and brought before the Winter 2020 board meeting.

Action: Chair Lafford to prepare a motion for amending the SSA By-Laws to remove the requirement for an NAA Director at Large requirement.

9. Donation to the Riley Speidel video – Ann Lafford

Riley’s father is hoping to produce a video and take a tour with Riley to show. He is seeking sponsors, which would give sponsors content rights following the tour, plus logo and website info on the video credits. $5,000 was suggested.

The general feeling is that the results with prior video sponsorships have not been noteworthy. The was some concern whether this effort was on message or the right message for the SSA. Director Weck noted that Riley attracted a lot of youth interest at the SSA booth. He also noted that the two SSA videos the Director Schrader had made were played at AirVenture Movie Night both Wednesday and Saturday.

Chair Lafford was asked to convey our interest but to seek more information and a proposal.
10. Open Action Items - Ann Lafford

- Item 1. Alex Owens commented that we’d updated a lot. Richard Maleady commented that Google search reveals documents that are publicly discoverable, some with personal information. Discuss with Doug Easton. CEO Layton for action.
- Item 3. Director Whiteley said this is closed. The Community Fund for Mississippi distributed $10,000 which pays back the SSA for the awarded scholarships and will disburse $10,000 for next year’s scholarships.
- Item 6. Director Weck said no change
- Item 11. CEO Layton said Linda Evenski was added to scholarships@ssa.org
- Item 13. CEO Layton sent two e-mails without reply. Layton and Godfrey will run a proposed appreciation by Dennis Ivans by end of September.

11. Discussion of recent donations from Ivans and Moffat – John Godfrey [followed item 12]

Director Maleady asked to discuss this. SSA has received unrestricted donations of approximately $170,000 and are sitting in the SSA restricted account. The entire amount can be put in Kunda if that’s our decision. A portion could go to Kunda and another portion to the General Endowment. A new bucket could be created.

SSAF Chair Godfrey commented that the EXCOMM needs to make decisions about the funds. One thing about fund raising is we need to show that we are doing something with the donations. For example, perhaps half of the Ivans’ donation could fund 30 flight training scholarships. There needs to be a thoughtful and considered decision about that. Another piece of the context, since the trustee asset allocation position will result in higher volatility, so we may not want to dump the money into the foundation.

Ken Sorenson suggested that we may want to place it in Kunda, to remain flexible and gain a return on the funds. If in Kunda, we don’t have to make a decision immediately. SSAF Chair Godfrey suggested that we should consider keeping some amount out of the foundation for program spending for the next year, giving consideration toward outright spending.

Chair Lafford asked what are the alternatives? Director Maleady said it can sit in a restricted checking account earning .1% or we can buy CD’s. SSAF Chair Godfrey said this is to open the discussion. The donated funds will remain in the Hobbs restricted account until a special EXCOMM meeting prior to the December EXCOMM meeting.

12. Discussion of a wing runner badge – Rich Carlson

The SSAF website has courses for wing runners and tow pilots. Upon completing the wing runner course, a certificate is generated. This is done jointly with the CAP. A member has proposed a wing runner pin that goes along with the certificate so they could be recognized for completing the wing runner course.
Cindy Brickner suggested the SSA staff could distribute these though SSAI’s. Ken Sorenson asked if people still where pins. Rich Carlson said people still like the ABC badges. Ken Sorenson said if SSF paid for the pins, the decision is easy. CEO Layton said if SSF paid for the pins, SSA staff will take care of the distribution.

Rich Carlson also pointed out that he’d had a complaint about some Facebook videos that had been shared and that he’d had discussions with Director Whiteley over this. He wondered if there was interest in discussing this further and did not express a firm opinion one way or the other, but the board might.

Rich also shared that he’d received an e-mail from a sanctioned contest manager that questioned the proficiency of a pilot in a contest and asked if there was any way to refuse to allow him to participate in future contests. Director Maleady said there was a process for that and that the SSA had been through that.

13. Other Business


Director Maleady moved to adjourn, seconded by Director Weck. Adjourned at 7:08 P.M. MDT