

Georgia Business Aviation Association Board Meeting Minutes- August 15, 2006

The Coca-Cola Company Hangar – Atlanta, GA

Board Members in Attendance:

Vickie Adams
Jeff Agur
Frank Bell
Terry Britt (via phone)
Harry Nuttall
Mark Molloy
Bill Shaw
John Skelton
Dave Small
Mark Watkins
Greg Woods

Guests:

Kevin Rodgers, Jet Aviation
Colleen Singer, The VanAllen Group

(All Action Items in Red.)

(All Resolved Items in Green)

1. Welcome

Meeting was called to order at 9:35 am at The Coca-Cola Company's Hangar. Dave Small welcomed the attendees and introduced our guest: Kevin Rodgers with Jet Aviation and Colleen Singer with The VanAllen Group. Both were in attendance to learn more about GBAA.

2. Review and Acceptance of Prior Meeting Minutes

Jeff presented the prior meeting minutes for approval. A motion to accept was provided by Mark Watkins. The motion was seconded by Bill Shaw. A unanimous vote approved the minutes and they will be placed into record.

3. Treasurer's Report

Treasurer, Vickie Adams presented a report on the current financial state of the organization. Current checking balance is \$44,348.34 and saving balance is \$5,942.40. On the payables side, there are pending expenses for Safety Day which will be due on the day of the event. It is estimated to be around \$10,000. On the receivables side, the Safety Day sponsorships and exhibitor fees are still pending. These total around \$12,000. There also various attendee fees which most will be paid via credit card at the event.

On the credit card processing, Vickie shared her thoughts on the on-going relationship with Wachovia. As GBAA increases the number of events, the rental of the credit card machine from Wachovia may not make sense. Vickie has received a quote for \$399 to purchase the equipment outright. The only fees associated with the ownership will be the standard transaction fees. Vickie assured all that the equipment will be compatible and non-obsolete for years to come. The board asked for the ability to take credit card numbers and manually process purchases for items such as membership, where the cardholder may not be present. **Vickie will research this option.**

Vickie also shared her thoughts on the current relationship with Wachovia. Vickie explained the on-going frustration she has had on areas such as customer service, random service fees and missing checks. Currently, there is approximately \$300 in missing deposits which Vickie is trying to track down. Her dealings with Wachovia have led her to recommend GBAA search for another bank. **Vickie will research a number of options. It was also agreed that incoming checks should be copied prior to deposit.**

Jeff raised the point of providing a GBAA credit card or debit card for various purchases. As GBAA organizes various events, many of the Board members have to purchase items with funds from their own pockets or their company. Jeff estimated his expenses on Safety Day items have exceeded \$2000. Financing the GBAA through the pockets of the Board members did not seem logical. **It was agreed that when a bank change was made, two or three debit cards would be issued.** The Board will need to consider the control methods and access to these cards at that time.

Frank suggested with the growing need for cash and finance management, the Board should consider forming a Finance Committee. This committee would be responsible for creating and managing the association budget. It could proactively address the tax issues. It could also assist the Treasurer on various items with account management and accounting. The Board agreed a Finance Committee would be a good idea. **Dave suggested putting more definition on this committee and reviewing the bylaws for its creation.**

4. Event Committee Update

Jeff presented an update on the planned Safety Day. All nine speakers have submitted their presentations and bios. Jeff and Bruce will be working with them as they prepare to arrive in Atlanta.

Bruce and Jeff have been working closely with the venue (Marriott Century Center). Final catering, A/V and setup requirements have been established. Jeff, Bruce, Frank and Dave will perform a dress rehearsal of the intros and transitions on Wednesday, 8/16.

Jeff received confirmation from NBAA stating that Safety Day has been accepted as a source for CAM credits. This is exciting news because no regional event has ever been accepted for CAM credits. Jeff sent another postcard to the membership marketing the event and mentioning the CAM credit. At this point, there are 92 attendees with others still pending. Jeff anticipates over 100 attendees.

Next from the Event Committee, Jeff provided an update on a conversation with NBAA regarding the Static Display. The Static Display is planned for spring 2007 to be hosted at FTY. The purpose of the event is two fold: first, to provide another opportunity for operators, manufacturer and service providers to come together; second, the event would serve as a “dry-run” for FTY and NBAA as they prepare for the Convention in Atlanta. Jeff reached out to Kathleen Blouin whose department organizes the Convention. NBAA asked GBAA not to hold the event: a GBAA Static Display is considered “competition” with other NBAA events like regional forums. The Board discussed the NBAA’s request and agreed to not hold the static display but would share its disappointment with NBAA.

5. Membership Committee Update

On behalf of the Membership Committee, Frank Bell provided a report of their activities.

In preparation for Safety Day, Frank is preparing various marketing materials to be available for all attendees. He is suggesting a single page flyer with benefits and/or a tri-fold brochure. Frank asked for help in creating some of the wording to be included and would appreciate any input. The goal of the materials will be to direct people to the website and to also join GBAA.

Mark Molloy asked whether we have the ability to track traffic on the GBAA website. Jeff stated that the current web hosting account is the most basic which does not include statistical information or e-mail address capability (ie., mark@gbaa.org). Jeff suggested we could look into it and provide options.

The question was raised about the welcome of new members or renewal of existing members. GBAA has not issued membership certificates for a few years. Each time an existing member renews, they should receive one. Additionally, new members should also receive along with a welcome packet. Frank will begin to address this within the Membership Committee.

Other activities for the committee include the collection of various contact information for members and others. Through past registration forms and databases, the committee has been able to compile over 400 names. Frank is beginning to transfer these names into an ACT database. Mark Molloy volunteered the assistance of Coke’s interns if they could be of help.

Coke and Southern Company also volunteered to contact their marketing departments about the support they could provide to design and produce various GBAA marketing pieces.

6. Golf Committee Update

No report was available.

7. Nominating Committee Update

No report was available.

8. Scholarship Committee Update

Bill asked Jeff to update the Board on a meeting he sat in on during the previous week. The GBAA was invited to participate in the kick-off meeting for a new aviation program aimed at high school students. The program is being modeled after a similar program already in place at Creekside High School in South Fulton County. Jeff explained that the curriculum has been established and approved by the Georgia Department of Education. There are two paths: one for aviation technology/maintenance and one for aviation flying careers. Both are set to provide a fundamental knowledge of aviation and will provide college credits. The program is elective based and will be available for students to pursue on their own time during summers or evenings. They are also trying to provide labs/shops for the students to get real hands-on experience as well.

Jeff went on to explain that the program is in its infancy. The biggest things the program needs are marketing and financial support. Many attendees (who operate or want to begin a program) approached Jeff about GBAA's financial support.

For the Board, Jeff suggested there is a synergy between GBAA and this program. There are a number of areas where GBAA could potentially bring value. Financial support may be difficult right now as we grow in other areas. But GBAA should remain in touch and help in other areas.

Bill suggested the GBAA could donate textbooks and have them labeled "This generously donated by the Georgia Business Aviation Association". This could be a one-time purchase and create an on-going return for GBAA.

9. NBAA Update

Harry Houckes was not present and no NBAA update was provided.

10. New Business

Mark Molloy shared information about the Pilot-Controller Golf Tournament being held next month. For those wanting to register or get more info, visit www.pilotcontroller.com.

Dates and locations were made for the next three meetings. They will be:

- September 19 at Home Depot (FTY)
- October 10 at Global Aerospace
- November 14 at Eastern Aviation Insurance

The meeting adjourned at 11:30.