

Georgia Business Aviation Association Board Meeting Minutes
January 15, 2008
Cox Enterprises Aviation Hangar - Atlanta, GA

Board members in attendance:

Vickie Adams
Jeff Agur
Jim Amador
Frank Bell
Chris Ison
Mark Molloy
John Skelton
Dave Small

Laurain Small

Guests in attendance:

Matt Driggers with Smith Barney

(All Action Items in Red)
(All Resolved Items in Green)

1. Welcome

The meeting was called to order at 9:37 am at the Cox Enterprises Aviation Hangar at the FTY Airport. David Small welcomed the attendees and introduced a guest in attendance, Matt Driggers with Smith Barney.

2. Review and Acceptance of Prior Meeting Minutes

Jeff Agur reviewed and presented the November, 2007 meeting minutes for approval. A unanimous vote approved the minutes and they will be placed into record.

3. Treasurer's Report

Frank Bell gave the Treasurer's report. The 2007 Balance Sheet indicated the GBAA has \$44,891.89 in assets (see attached). The board discussed keeping costs low through 2008 and to keep in mind what the GBAA's long term goals were. Frank also indicated all GBAA finances are now being done electronically. The Finance Committee will begin coordination of the 2008 budget in the coming weeks.

4. Nominating Committee

Jeff Agur gave the Nominating Committee report. After reviewing all the GBAA board member's terms and positions, Jeff stated the GBAA will have 3 open positions (terms

which will have ended) and 2 positions available for re-election in May, 2008. These positions are all in addition to the open position we currently have. Mark Molloy suggested amending the Bylaws to keep the officer terms but eliminate the caps on each position. A discussion ensued. Several of the board members who have served for two terms already would like to continue serving on the board. Also, the GBAA is struggling to find volunteers to make a formal commitment to serve as a Board member. David Small motioned to poll the membership regarding amending the Bylaws and Vicki Adams seconded it. The motion was passed unanimously.

The board discussed the following steps:

1. The board will be polled electronically to determine if the GBAA should amend the Bylaws. If two-thirds of the Board agree to amend the Bylaws then the Board will continue with the following steps.
2. The board will create the amended Bylaws.
3. The board will then poll the membership to answer any questions or concerns regarding the proposed amendment. A 30-day window for responses will be provided.
4. The amended Bylaws will be posted on the GBAA Web site.

5. Event Committee

Jeff Agur gave the Event Committee report and submitted a 2008 Event Summary (see attached). The proposal was amended to provide 4 mini events this year as well as the annual Golf Tournament and Safety Day. The mini events will rotate among the various aviation disciplines (flight, maintenance, scheduling, and management). The Event Committee will amend the proposal and begin to make scheduling and budgeting forecasts. Frank Bell has agreed to head up the first GBAA 2008 mini event on EFB's in March.

6. Membership Committee

Kevin Rodgers was not in attendance however an email was submitted updating the Membership Committee's status with 2008 renewals. Kevin indicated he has called all current members for renewals and we have seen many members renew already both online and via the mail. David Small announced we are ahead of schedule with membership renewals compared to last year. Kevin will continue to contact members he was unable to reach for renewals.

7. Golf Committee

David Small gave the Golf Committee update. David questioned the Board about moving the golf dinner to the Marriott's temporary facility due to the fact that a Prom was also being held on the same night as the golf dinner. The Board agreed the temporary facility would not be appropriate and agreed to have the dinner in the hotel. David indicated rooms were already reserved for the Golf Committee members and the speaker for the night before the event. A suggestion was made to provide a humorous speaker for the Golf event. Mark Molloy is checking into speakers available and plans to book one as soon as possible.

8. Legal Update

David Small gave the Legal Update. Once the 2008 budget is completed and reviewed David would like to move forward with the 501 C3 organization.

9. Scholarship Committee

Mark Molloy gave the Scholarship Committee Update. Mark indicated conversations had begun with ERAU, Georgia Aviation Technical College, Auburn and Darden regarding 2008 scholarships. Mark expressed his concerns over finding candidates for Darden's scholarship. Chris Ison suggested we contact last year's winners and ask for quotes on their experience to be used in advertising the scholarship this year. David Small and Mark Molloy agreed to contact last year's winners.

10. New Business

David Small went over the GBAA Electronic Voting Results submitted by Jeff Agur from the November, 2007 board meeting regarding four new proposed projects for the GBAA (see attached).

1. AutoPilot Advertising – Passed
David Small estimated the cost to place an ad and have an article written about the GBAA would be approximately \$1,000. David will get the article and artwork to AutoPilot. Board Members will see an advanced copy before publication.
2. Scholarship Changes – Passed
The 2008 updated scholarship requirements and application are now online.
3. Membership Discounts – Passed to continue discussions. David Small suggested we table any discussions on this subject until the next meeting. Frank Bell seconded the motion. The motion passed unanimously.
4. KaBoom – Passed to continue discussions. David Small suggested we table any discussions on this subject until the next meeting. Frank Bell seconded the motion. The motion passed unanimously.

David Small motioned to provide a \$50.00 retirement gift for Ed Ratigan, Program Manager, Georgia Department of Transportation on behalf of the GBAA. The motion to accept was submitted by Frank Bell and Jim Amador seconded it. David Small will submit the gift at Ed Ratigan's retirement luncheon.

The next board meeting will be held on Tuesday, February 19, 2008 at 9:30 am at the O'Gara Aviation Hangar - PDK Airport.

The meeting adjourned at 12:00 pm.

Georgia Business Aviation Association
Balance Sheet
As of December 31, 2007

ASSETS	
Current Assets	
Checking/Savings	
Operating Account	29,748.87
PayPal Operating	34.03
Scholarship Account	13,954.24
Total Checking/Savings	43,737.14
Total Current Assets	43,737.14
Fixed Assets	
Furniture and Equipment	1,144.75
Total Fixed Assets	1,144.75
TOTAL ASSETS	44,881.89
LIABILITIES & EQUITY	0.00



Georgia Business Aviation Association 2008 Event Summary

For 2008, the GBAA Event Committee is proposing a series of informational sessions throughout the year. A total of eight topics will be covered in various disciplines in order to attract aviation professionals within the region and encourage GBAA membership.

Format

The sessions will be 1-2 hours in length with a single presenter or a panel of presenters. Most likely, a classroom layout would be appropriate. Sessions would be scheduled for mid-morning to allow the opportunity to roll into a lunch/networking opportunity.

Attendance & Location

Due to the varying topics and scheduling conflicts, estimated average attendance would be 20-30 people. This would allow the sessions to be easily held at locations like FBOs, hangars, and corporate offices.

Topics

Staying true to GBAA's commitment to all aviation professionals, the sessions would be rotated among the various disciplines: Flight Ops, Maintenance, Scheduling/Dispatching, and Management. Ideas for various topics could include:

<u>Flight Ops</u>	<u>Maintenance Ops</u>	<u>Sched/Dispatching</u>	<u>Management</u>
EFBs	Selecting a Svc Cntr	Selecting charter	Teamwork
Avionics (RNP, etc)	Fuel Handling	Security	Hiring practices
International Ops	Electronic Docs	Airspace Issues	Fleet planning
CRM	Satcom's Future	Sched. Software	Budgeting
Medical Issues	Hi-Speed Internet	Weather	Communication
FAA	Mx Programs	Catering	Insurance

Scheduling

In an effort to truly raise the bar and add value to the membership, the Committee is suggesting the sessions be scheduled for the months of February through November (skipping the months of May and October). This will minimize conflict with most major industry and GBAA events as well as the holiday season. The sessions will also be scheduled for late in the month as not to interfere with Board Meetings and the Annual Golf Tournament. The suggested schedule and topic areas:

- February – Flight Ops
- March – Maintenance Ops
- April – Scheduling/Dispatching
- June – Management
- July – Flight Ops
- August – Maintenance Ops
- September – Scheduling/Dispatching
- November - Management

Presenters

Numerous presenters are available locally and regionally to cover various topics. Many of the presenters would likely donate their time and travel to address GBAA's membership. On occasion, special topics may require an investment of money and/or resources from GBAA. Each session will be evaluated first on

merit, then the potential cost to GBAA. While the sessions will be generally informational and non-commercial, presenters will be given the opportunity to share marketing materials to the attendees.

Costs, Fees and Sponsors

Given the projected size of the sessions, the need for sponsors is not high. They could, however, be great resources to offset any direct costs such as catering, room rental, speaker travel, etc. In addition, nominal attendance fees could be considered (free to GBAA members to encourage membership?). The goal would be to breakeven or even profit for scholarship purposes.

GBAA Resources

The major GBAA resource required to conduct these sessions is people. With the hiring of the association's Administrative Assistant, the burden on the Board Members should be greatly reduced. The Committee suggests that the Board coordinate and select topics, dates, and speakers. The Administrative Assistant's role would be to coordinate details such as venue, catering, audio/visual, and marketing.

Other Considerations & Comments

- By increasing the volume of events (no matter their size), it increases the actual and perceived value to the membership.
- Volume also allows additional promotion to keep GBAA "front of mind".
- The session materials (presentations, handouts, forms, etc) could easily be collected and posted on the GBAA website. The materials could also be organized by discipline to create a "Resource Library" which could drive additional traffic to the GBAA website.
- Provide static displays of aircraft at each session. Should the event sponsor be an OEM, allow them the opportunity to bring one aircraft for show and tell. Additional opportunity to promote the event and attract more attendees.
- These smaller sessions would replace GBAA's Safety Day which requires an extraordinary amount of effort and resources to coordinate.

GBAA Electronic Voting Results – 1/14/08

Issue #1: AutoPilot Advertising – PASSED (7 votes yea, 2 votes nay)

- I think they should write an article about us for no cost. These guys are the most aggressive ad sellers I have ever seen. My vote would be no but I will go along with the group if everyone want to try.
- I feel that \$600 is a small investment to see whether AutoPilot is a vehicle for expanding our reach. Perhaps we might begin capturing how new members heard about us as well as event attendees that are not members. I would certainly support this idea provided we measure our results.
- I think we should test the waters. Minimal investment. Should bring visibility from outlying areas of Georgia.
- They have solicited us in the past, and claim a distribution in Georgia of 20,000+ copies, primarily to pilots. Although I wish their "editorial" content was free, they have stood fast in their policy of charging for what is essentially an article of self-promotion. If we can control the content, I agree it is worth the expense. However, I doubt we will get much mileage from a 1/8th of a page. They usually have a feature article, with a cover shot - was that offered or considered? Also, how do we intend to track the response to the article to determine its effectiveness? By web hits? We have had great success at tracking leads through our website, and I would be happy to share some ideas
- Definitely worth a shot. Small amount of money that with a few new members will cover the expenses. I would like to know the total amount before we sign up. I know Dave said there would be some fees with regards to drawings? Sometimes those fees can get out of hand.
- Vote Yea, I think Autopilot ad is worth looking at. Unfortunately we won't know how effective it is until we try it.
- I vote no. AutoPilot's only interest appears to be profit and their audience may not be a good fit for us. What is their distribution and to who? Any statistics available? Who is going to create the advertisement and what is that cost? If we pursue, we should get good answers to all these questions.

Issue #2: Scholarship Changes – PASSED (9 votes yea, 0 votes nay)

- Going to our mission of supporting business aviation in Georgia, how do we target our scholarship programs to do exactly that? I think of how some areas train doctors with the promise that they stay for a number of years and practice in the local area. We are not paying for anyone's entire education and can't make a stipulation like that, but I feel our decisions and guidelines need to reflect that so we are wisely using the resources that are entrusted to us. In light of this, I support the changes being offered with the challenge that we include in the application an opportunity for the applicant to share how they plan to contribute to business aviation in Georgia upon completion of their education, and that we use that information in vetting the awards
- I agree with the Scholarship Changes. It goes to "the point of all."

- I am all for the changes made in the scholarship requirements for this year. We need to remind ourselves that this will be a work in progress while we figure out what is best for the students and also for the State of Ga. I think if we can find a common ground for the two then we have done our job

Issue #3: Membership Discounts – PASSED to continue discussions (6 votes yea, 3 votes nay)

- I believe this is an area we should leave alone. We are not a buying group, there are plenty of those out there. I vote no
- To the degree that we simply serve as a conduit for vendors to offer benefits to our members, I feel we should encourage this. We need to have a transparent process and inform all of our member vendors of the opportunity. We as an organization should not have to make any commitment to market, or otherwise promote offers made to our members beyond what we are willing to do for all
- I think member discounts offers should be extended for any and all vendors to participate
- My first reaction is to leave this area alone, but at the very least, let's discuss it further. There maybe other areas where vendors can offer discounts that don't require the exclusivity of this particular opportunity. I have been part of some organizations where this worked, but it was open to all vendors. I think we should determine how the members feel about this adding value to their membership and the trade off required. Great idea, but a potential train wreck ahead.
- Agree that the opportunity should be available to any company that wishes to offer a discount to our membership, rather than creating an exclusive opportunity to specific vendors. Perhaps we could open a dialog with our recurrent sponsors, and find out how they feel about creating such a program and how it might affect their ability to support us in the future?
- I am cautious at best on this subject. I feel that Terry brought up some very valid points about alienating our current sponsors. We know that we could not do half the projects we do without them. On the other side I feel that we are going down the right road with regards to finding out other benefits for being a member of GBAA. We also need to make sure that we are doing our best for the private owners of small planes as well as the larger flight departments and I am not sure how this matter will help out the anyone but flight departments that have their own fuel farms
- Vote No, without some more specific ground rules in place I think we should table this one for now. We need to build some kind of process to include all vendors before we move forward

Issue #4: KaBoom – PASSED to continue discussions (6 votes yea, 3 votes nay)

- Vote Yea, This program has many benefits and 3rd party management. What that means to me is a lot less time on the board's part. I don't think we necessarily have to have these things on airports but rather communities impacted by airports
- These types of projects are fantastic and very good for the public in nature but I feel that the resources that are needed and the amount of money involved are

- immense. If we are going to proceed with these types of projects I definitely would want the projects to be at airports with no type of areas for kids
- I agree with continuing discussion and further defining our role. This could be a wonderful opportunity on several levels, as long as we handle it properly
 - Kaboom should be discussed further for a final decision. I don't know at this point if the logistics will work for us or not
 - While it would be good for on airport sites, I don't think this will really work. The off airport sites will be just as good and as long as the community knows it's sponsored by GBAA it should be fine – I vote to continue our relationship with Kaboom
 - I would need to understand how this will support and foster our commitment to our membership. Even when something is a great and noble contribution to our community, we must weigh it against the work we have to support our membership as we have promised. I am not convinced that this work is in alignment with our mission. I look forward to hearing everyone's comments on this.
 - I love the KaBoom concept but I am worried about GBAA role as an event coordinator and KaBoom's ability to control the project beyond our expectations. Also, I heard Bill McBride and KaBoom plainly state that the level of commitment was high (coordinating fundraising, volunteers, site prep, etc). Until we can get a good grasp on other areas of our organization, I feel it would be a big distraction. Let's focus on other areas and eventually grow into these opportunities. I vote no.
 - I would like to continue discussions - this program, or something similar, could be a great PR vehicle for our organization, and help to improve relationships between our industry and the communities where we work - worth investigating further.