

PASCO Board Meeting Minutes 4/19/2010

Meeting called to order at 7:12pm

Board Members Present:

- Bruce Roberts
- Joel Klein
- Ramy Yanetz
- Jim Wallis
- Fred LaSor
- Hans Van Weersch

Regional Directors/Governors present/FAA Liaison present

- Jay McDaniels

Completed Action Items:

- Bruce: Contact Monique about TRACON tours (original AI was: Investigate setting up TRACON tours for members)
Done: Is doing a group with NCSA to try it out for a small tour first. There are requirements for background screen and citizenship. Email Bruce.
- Joel: Investigate signage for PASCO static displays
Done: Cost will be about \$150 for Kinkos/FedX sandwich board.
- Hans: Send Emil Kissel's contact info to Mike
Done. Unknown if Mike contacted him, as he's on vacation.
- Jim: Send out Experimental Letter of Operations info to all members as email blast to prime them for possible ramp check by FAA. Done.
- Bruce: Find Nov and Jan minutes for Website.
- Larry: Change website 'Mode C transponder' to 'altitude encoding transponder'.

Rollover Action Items:

- Bruce/Larry: AGM presentation should go on website in place of minutes for November 2009. Plus statement of the elections.
- Joel: Take photos of PASCO spiritwear and send to Larry for website and Jim for Westwind. – Open.
- Larry: Put PASCO spirit wear info up on the web site.
- Hans: Find out how to get Bruce as a signatory, and get him bank material & info.
Status: In progress (They will meet some morning between 9 & 9:30.)
- Hans: Find out about reducing the fees on the checking & money market

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accounts. Status: In progress DO at same time as previous item.

- Fred/Rolf: Put together straw man plan on how best to approach NORCAL regarding glider ops out of Byron & Hollister.
Status: Open - Fred: Rolf is working on it. Need to find someone in Bay Area or Sacramento to take this over from Rolf.
- Bruce/Jim: Put together a proposal for a PASCO board insurance proposal.
Status: In progress.
- Bruce: Send out email blast to promote sale of PASCO t-shirts and hats.
Status: Open
- Jim: Contact SSA to see if there's a way to get contact info for all glider pilots in region. Status: Open (Update: Will get to it after Westwind. Ty has this list.)
- Bruce: Contact Darryl Ramm about getting his ADS-B presentation for the website. Status: Open – waiting on Darryl to finish his updates.
- Bruce: Ask Peter about getting the original & PDF copies of the PASCO 501c3 documents. Forward the originals to the Secretary for safe keeping.
Update: Jim has a PDF copy from Peter. Unknown if Hans or Peter has original.
- Hans: Check to see if he has 501C3 documents
Update: Hans thinks Peter had them in order to scan them. Does Larry have them for the website? Hans had sent the originals to Peter previously for scanning about 9 months ago. Hans has a copy of the IRS recognition. Check with Peter after Worlds are over. PDF fine in the mean time.

New Action Items:

- Bruce: Write an intro for yourself to the membership as new president.
- Jim & Bruce: Determine how best to conduct upcoming elections. Make proposal to board.
- Bruce & Mike: Work up draft of Member Survey: What do members want: from the seminars, outside of the seminars, annual meeting, safety content, annual presentation of awards, other topics?
- Ramy: Write up changes to Sawyer Award for publication in West Wind.
- Fred: Contact Harlow Vorhees to see if he would be willing to be the FAA Airspace Liaison (see discussion below).
- Joel & Jim: Come up with a proposal for new more basic awards, as opposed to cross country or competition activities. Such as taking people for rides, flying at multiple soaring sites, etc.
- Joel: Look into setting up page on Facebook for PASCO.

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1. Banquet and Seminar Preparation:

- No update.

2. Treasure's report:

- Hans: Nothing to report. Last statements were sent out, two payments for West Wind printing and mailing. are pending.

3. Membership:

- No update

4. Communications – West Wind

- **West Wind discussion:**

Jim: Want to make a high-impact printed publication to help recruit and retain members. Run it as a business and use it to publicize soaring-related FBOs, maintenance, manufacturers, we should promote all of these to maintain a vibrant soaring community. Determined that glossy full color stands out the most. Want to produce it as a magazine. Printing more is cheaper than fewer. The final product serves a couple of goals. It will be small, so easy to read. People will look at the advertisements too. Targeted better for local advertisers than Soaring magazine.

Hans pointed out that previous newsletters cost about \$400 per edition. Jim's goal is to make the net cost about \$600/edition (after advertising revenue). (Karol had said that this had been done in the past, but was dropped due to too much effort to do ad sales). Goal to generate \$200/mo in ad sales. The other source of revenue would be through increase in membership. If we had an extra 50 members in PASCO that would bring in another \$200 per issue, based on 6 issues/year. (Not unreasonable since we had 24 new members since the first issue.) So, should be able to bring cost down and have something better than just a club newsletter. Seems like we should do something more than just republish stuff from the other club newsletters on long flights and solos.

Fred: Does making money off of advertising affect our 501c3 status?

Jim: No, we can lose money, which we are, the advertising just offsets some of the costs.

Bruce: What are we paying before advertising?

Jim: \$1000 an issue right now. We'll see that for the next issue. The plan is that I'll visit all of the operations and try to sell ads for the 4th edition. Circulation is 350 mailed direct to members. Another 200 copies distributed to soaring sites. Last issue was also placed at a local newsstand. Will have more to distribute at static display.

Biggest cost is the printing. .61 cents for postage. \$800 for printing.

Hans: \$400-460 bucks for b/w editions previously. We had talked about charging for advertising previously, but didn't have a publications manager to sell it. Advise caution in the current economic climate.

Jim: Propose to follow this path for now, and I'll report back each time.

Ramy: I agree, if we're going to print some, we should print all (rather than send

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some as emailed PDF files). Better for attracting advertisers. Five or six ads will probably cover the cost. Printed newsletters get more attention than online ones.

Jim: FBO advertisers are liking what they're seeing.

Bruce: Which FBOs are these. Jim: SoarNV, HGC, Truckee. Will try to get Hawaiian operations to advertise as well.

Jim: Propose to do 4 more editions through the end of the year. Another \$4 K,

Hans: From treasurer's perspective we should try to start ramping up ad sales as soon as possible.

Jim: First few issues are a proof of concept to show members and advertisers what's possible.

Ramy: Having a Calendar of events would be useful. Parowan, etc. Classified ads for members for free. Content—we have a lot of writers now--with the internet everyone's a writer.

Jim: Email me with suggestions of content. Events are tricky, though, as long lead times may put an event in the past before the edition is out.

Fred: I move to Allow four more additional issues for a total cost of about \$4K, then we'll reconsider based on how successful ad sales or membership increases are. Will check in if any additional expense comes up.

Jim: Next logical step would be to go from 8 page to 12 page issue, if we can get advertising to offset the additional expense.

Hans: Board once embarked on publicity campaign that nearly caused insolvency, but we should be fine with the plan as stated. And yes, the Treasurer has taken into account the \$2K already spent.

Bruce: We'll still have it on the web in PDF format?

Jim: Yes.

Unanimous vote to continue with the West Wind publication plan as stated.

5. Communications — Website:

- No update.

6. Safety

- Fred: Flap over transponder squawk code: Personnel from Reno TRACON came to speak at Wave Camp. Senior controller/shift supervisor said 'You guys know that you should be using a new squawk code.' He was quoting an internal memo. It was premature, as there are several steps that the FAA needs to take before it becomes policy. Back to waiting for the FAA to publish it.

7. Contest Updates

- Ramy: Hollister League starts this week. Larry has added to PASCO web calendar.

8. Awards

- No update (see new action item about new award ideas, above.)

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9. FAA Airspace Liaison Report:

- Discussion about finding a new committee chair:
Ideally we'd find someone from Byron or Hollister who is both a power pilot and a glider pilot. Fred suggested perhaps Harlow Vorhees, who is an instructor/tow pilot at Avenal and also with the Fresno FSDO.

10. Promotions

- Static Displays:
Next at HMB (April 25), Palo Alto (Aug/Sept?); Livermore (Oct 2), and tentatively at California Capitol Airshow, Sacramento (Sept 11.)
Still open on whether we attend: Wings Over Wine Country Santa Rosa (Aug 21, 22), Lake in the Sky South Lake Tahoe (Aug 28), Watsonville (Sept 4,5), Cal International Airshow (Oct 2,3).
- Facebook Page:
Joel: Facebook could be another interesting way to reach new people.

11. SSA updates

- Jay: Nothing new on national level. But he has been working with committee in Las Vegas on redesigning class B. He showed a SeeYou trace to show where gliders are currently flying which impressed the FAA personnel. FAA & TRACON are trying to accommodate Jean's operations. Class B is potentially being extended 10 miles, which will put a 7K ceiling over their operation. Trying to get an exit to mountains to the west, so they can go x-country that way. Still several months to go.

12. Winch Launch Update

- No update.

13. New Business

- Rolf would like us to find a new FAA Liaison (See discussion above.)
- Format for agenda—should it be more detailed? Decision: We'll keep the same format, but get it done earlier so that Larry can put it up online ahead of time.

Meeting adjourned at 9:08PM

Next Meeting: Monday May 17, 2010 at 7PM