

WPA Board Meeting

June 30, 2007

9:00 a.m.

Howard Johnson Hotel – Yakima

The Board meeting was called to order at 9:15 a.m. by President John Dobson. Delay to a number of individuals arriving (flying in). Around the room (while waiting) with introductions – Chapter, Position, and what got them into Flying (and anything else that might be of interest to anyone).

Attendance:

Present were:

John Dobson, President
Dave Desmon, West Side Vice President
Dave Lucke, East Side Vice President
Charles Hower, Secretary
Rebecca Desmon, Membership Director
John Townsley, Legislative Director
Les Flue, Director at Large
Jim Smith, Past President

Warren Walz, Anacortes Chapter
William Moore, Deer Park Chapter
Pat Darnbrough, Green River
Bob Darnbrough, Green River
Greg Hunter, Harvey Field Chapter
Al Holz, Harvey Field Chapter
Lola Orr, Okanogan Chapter
Leroy Orr, Okanogan Chapter
Kevin Kelly, Paine Field Chapter
Greg Bell, Paine Field Chapter
Gary White, Spokane Chapter
Jim Wikstrom, Yakima Chapter

Jack Krause, Sanderson Pilots Association
Gary Evans, WASAR
Michael Bucove, Captain, Croman Helicopters

Business and Discussion Items

1. Minutes

President Dobson presented the minutes from the Annual Meeting held May 12th at the Future of Flight Museum. Dave Luckie motioned that the minutes be approved with corrections noted. It was seconded by Greg Hunter. It was voted on and passed.

2. Treasurers Report.

Bill Reith was unable to be in attendance, therefore President Dobson presented the Budget, Summary of Activity and enclosed comments by Bill (attached). There was some discussion on how to manage the budget, line items listed i.e. membership data; other income, Wings advertising budget, and Budget vs Actual. Bob Darnbrough motioned to approve the budget, Al Holz seconded. The motion was voted on and passed.

3. Report by Officers

President – John Dobson

John presented his passion, vision, and his plan with those in attendance. The following are the highlights and summarization of what he shared:

- A. Political vs Social organization
- B. Website purpose and usage
- C. Brochure and WPA artwork
- D. Membership Costs – Various amounts being charged by the individual Chapters, and who collects what at the State and Chapter level. Okanogan charges \$28 for membership (John Townsley, the wise sage for small chapters). Chapters sending their own renewal notices. Three databases within the state (of which never balanced).
- E. Need to make WPA a representation for all members and eliminate the disconnect between the value of the individual Chapter and the responsibilities at the State level.
- F. Chapter System
 - 1) Chapters are the creators of the Social Fabric
 - 2) Strengthen the Chapters, we strengthen ourselves. Build systems and procedures that compliment Chapter Goals and Objectives (i.e. WPA Management System). Analyze the tasks of our volunteer base and automate wherever possible.
 - 3) Chapters are Autonomous, each with their own personalities, all with a common mission statement – To advance the interests of General Aviation in WA State.
 - 4) Three legged Milk Stool. Members, Chapters and the State, all are individual, all are equal, and all are dependent on each other.
 - 5) A question poised to the Chapters – What can we do to support your Chapter?
- G. Statistics

The Face of General Aviation

Airplanes (According to the FAA's forecast for the next ten (10) years)

- 1) Piston Powered Airplanes are expected to stay about the same number
- 2) Turboprop fleet will grow at about 2%
- 3) The jet fleet will grow at a rate of about 10%
- 4) Manufacturers will produce smaller yet more capable / expensive aircraft.
- 5) With 167,000 aircraft on the ramp . . . we are simply too many to ignore!

Pilots (According to the FAA, 1980 to YTD)

- 1) Population decreased from 827,000 to 597,000 (28%) (1% yr)
- 2) Active ATP, s Doubled in the same time period
- 3) Active Student Pilots declined 50%
- 4) New Private certificates has dropped 82% (100,000 to 18,000)
- 5) Piston flying hours has dropped 55% (36 million to 18 million)

- 6) Average Age of pilots has increased from 43 to 48 since 1993
- 7) New pilots getting into GA will be more affluent and tech savvy
- 8) They will probably get an instrument rating (60% at this time)

Are we prepared to attract and represent these people?

The Face of the WPA

We have lost 36% of our membership in the past three (3) years 12%

We were able to create a list of members by zip code.

Unpaid (Did not renew)

Validity of #'s (CFI's, Spouses, Discounted #'s (i.e. CFI's),
Free Membership (Student Pilots Soloed)

Why the decline in membership?

- 1) We did not have an automated renewal system in place – we do now
- 2) We made personnel changes without tested backup plans in place.
- 3) We failed to communicate our message, our Mission Statement and the advantages of membership (Review of Issues of Wings Newsletter from 2003 through 2007, 18 Opportunities, 10 Delivered, 44%).
- 4) We lost sight of who we work for . . . the member!

Why do we need more members?

- 1) Increased Revenue
- 2) More members – more Advertisers
- 3) More potential volunteers
- 4) Political Clout – Strength in Numbers

Look around the room and ask yourself one question, “How much longer will you be flying”? Where is our future?

H. Basics of Communication

(Tom Poberezney, April 2007 Sport Aviation, “The Value of Knowledge and Information comes not from amassing it, but sharing from it”)

What message are we trying to send?

- 1) Target Audience – Advertising 101, Reach and Frequency
- 2) E-mail does not work, does not measure intent or attitude.
- 3) Websites will not work unless they are “Active.”
- 4) Wings is our “Bread and Butter.” This is the Newspaper for our membership. It contains Chapter Events, Reports from our Functional Directors, and a way to get the message to those that control our future (Politicians, Airport Directors, Airport Sponsors, WA Transportation Committee, WAMA, WSDOT, and Aviation Businesses). We need to ensure that they are included in the circulation. We need to follow the schedule and the six rules established.

4. Guest Speaker – John Siebold, WASDOT

John from WASDOT shared his views the importance of General Aviation to the state of Washington. He stressed the importance of land use and that we need to protect existing airports and that aviation is part of the transportation system. The following are the highlights of message he communicated to us:

- A. Technology is contributing to aviation growth, which in turn is making it integral part of transportation.

- B. Airports are economic development.
- C. Recreation is an alternative benefit.

In addition, he commented on other issues impacting General Aviation:

- A. Airport planning and development in surrounding areas.
- B. Plans to protect airports by existing policies (with assistance from WASDOT).
- C. Growth Management Act influences development including areas around airports.
- D. Land Use Program – Updating Guidelines

He handed out an “Introductory Guide for Airport Advocates” which was created by WASDOT. He made the following suggestions on how the WPA can be involved in the following areas:

- A. Tips on being proactive in changing/creating policies.
- B. Need to educate local officials and business leaders.
- C. Create and/or participate on an Aviation Advisory Board.
- D. Get involved and engaged via Councils, Committees, Community, etc. Avoid being confrontational!!
- E. Can we influence what role the FAA should have in land use and policies involved?
- F. Need to identify major impact areas that may be influenced by the WPA and where we can be good advocates.

He also informed us that WASDOT is releasing a “Quick Reference Airport Guide” in September 2007. They are also working on a Special Theme License Plate (artwork is being created) for “Aviation” (with General Aviation influence). They will need 3,500 signatures with intent to purchase before the State of Washington will proceed.

5. Report by Officers (Continued)

President – John Dobson

John continued to present his vision and plan. The following are the highlights and summarization of what he shared:

- I. Getting Politically Connected
 - 1) We need to check our emotions when attending meetings addressing issues that may impact us in General Aviation.
 - 2) We need to remember that the Bureaucrats are People. We need to gain the understanding of laws and policies first, then we can communicate with people that have the power to assist us.
 - 3) If you want to communicate on behalf of the WPA, it needs to be reviewed and approved by the Communications Director – Colleen Turner.
- J. WPA Management System
 - 1) The objectives of the WPA Management System . . . look at every position at the State and Chapter Level, including the Committees . . . define each “task” required by each position . . . and then automate wherever possible. The goal is to lighten their workload . . . focus our efforts . . . build the fence posts to guide our future.
 - 2) 90% of the workload within WPA happens at the Chapter level.
 - 3) “Volunteer time is a very precious limited commodity.
 - 4) This system will become the backbone for Accounting, Membership, Communications, Marketing, and Maintenance.

At the previous board meeting, John wanted to address the cost expended for the WPA Management System of the amount of \$3,575. Al Holz motioned to

reimburse John for the expenses, seconded by Greg Hunter, the motion was voted on and passed.

K. Responsibilities/Tasks of the State WPA Board Members

- 1) The handout was distributed with a description of what the initial responsibilities/tasks are. Those in attendance were asked to provide additional specific responsibilities/tasks they would expect from each of the listed positions. A request was made to have time to create and develop those lists. Those inputs would be provided to John and the VP's.

L. 2007-2008 Strategic Plan (by Les Flue)

- 1) Our Mission
 - 2) Advocacy
 - 3) Outreach
 - 4) Education
 - 5) Social
 - 6) Membership
- Breakdown to overall tasks & responsibilities and potentially assign to individuals

M. Three (3) Main Topics we need to focus on as WPA!!

- 1) User Fee's
- 2) Airport Preservation
- 3) Membership

Vice-President East – Dave Lucke
Dave will send his report electronically.

Vice-President West – Dave Desmon
Dave reviewed his report and he basically categorized them into three groups (The Good, Bad & Ugly) as follows (highlights):

A. The Good

- 1) New Chapter in Olympia
- 2) New Pilot Groups

B. Bad

- 1) Airports under Threat (i.e. Blaine)
- 2) Shelton – Housing development off the end of the runway.
- 3) Harvey Field – Stewards of Snohomish opposition
- 4) Pearson (PDX) has I-5 construction activity which may intrude into protected airspace with Bridge, Towers, etc.

C. Ugly – User Fee's

FAA Administrator, Marian Blakey, is emphasizing daily on Capitol Hill the need of User Fee's based on:

- 1) Modernization of the ATC System
- 2) Support of National Security

John reviewed the remainder of the items on the agenda.

6. Report by Directors

No further discussion at this time.

7. Report by Chapters

All Chapters are encouraged to submit an article and/or report that will be published in Wings.

8. Old Business

There was no Old Business reviewed at this time.

9. New Business

Reviewed list of items as indicated on Agenda.

- A. We need to ensure we have an Airport Support Network (ASN) for each airport within the State of Washington. President John distributed a list of airports that currently do not have an ASN volunteer at this time
- B. Discussion on Membership Cards (specifically the printing of). Members will have the ability to print the cards themselves via the WPA website (WPA Management Systems).
- C. Event Insurance. Static displays are covered, but not airshows. City has to buy insurance at a cost of \$1,700 for a three hour event. It was suggested that a joint venture be pursued with the local EAA or 99's.
- D. Brief review of Harvey Chapter Issues (to be discussed further at the next meeting)
 - 1) CLOMR
 - 2) Stewards of Snohomish (Mis-Information)
 - 3) Environmental Issues
- E. Alaska's General Aviation
 - 1) Comparison of Statistics (We were the same, what happened??)
 - 2) Organization
 - 3) Growth
 - 4) RaffleOne idea being considered! Lots of work...
- F. Volunteer – If you need help, Ask!!

10. Next Meeting

The next meeting will be held in Spokane on September 22nd

Adjournment

Motion by Warren Walz, seconded by Greg Bell.

Adjourned at 2:58 p.m.