

EAA Chapter 430 BOD Minutes

Date: 5/12/2017 Location: Mariners Cafe

Call the meeting to order @0902 Mike R, Harry C, Ken B, Bob H, Paul K and John M

- Approve Board Minutes: - Revisions/Corrections Approved
- Reports:
 - Treasurer: Harry Cook

EAA Chapter 430 Balance Sheet As of May 14, 2017

| | <u>May 14, 17</u> |
|---------------------------------------|------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Checking | 1,248.94 |
| Savings | 1,182.19 |
| Scholarship | 3,418.94 |
| Total Checking/Savings | <u>5,848.07</u> |
| Accounts Receivable | |
| Membership Dues Receivable | 70.00 |
| Total Accounts Receivable | <u>70.00</u> |
| Other Current Assets | |
| Undeposited Funds | 80.00 |
| Total Other Current Assets | <u>80.00</u> |
| Total Current Assets | <u>5,998.07</u> |
| TOTAL ASSETS | <u><u>5,998.07</u></u> |
| LIABILITIES & EQUITY | |
| Equity | |
| Opening Balance Equity | 4,973.09 |
| Unrestricted Net Assets | 15.00 |
| Net Income | 1,009.98 |
| Total Equity | <u>5,998.07</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>5,998.07</u></u> |

- Membership: Bob Hicks reports we are 84 strong with several members yet to reup.
- Scholarship: Dave Miller no report
- Young Eagle: John Meyer Discussed upcoming event on 5/20 and schedule for the rest of the year. Schedule YE rally

Next General Meeting May 27th W28 #10
Next Meeting BOD June 9 - Mariners Café

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change from September 9th to the 16th suggested by Paul K , with consent, as it conflicts with the Hood River fly-out .

- Programs / Activities: Paul Kuntz look ahead updates posted on the web calendar of events
- Newsletter: Dan Masys
- Web Report / Electronic Ken Brown mentioned we are starting to collect stats on the web activities as well as the email open and click thru rates. Reports after the June campaigns is completed will be available.
- Old Business:
- **Sponsorship's policy / advertising in the newsletter & web** site need a decision and policy. A worthwhile discussion pointed out several options and suggestions. Ken will rewrite a policy for both the newsletter and web site using the information suggest by the members of the board. John M. suggested Lee would be a good lead-man on this project. (revised policy attached for comments)
- Raffle? STILL UNANSWERED
- Paint Tetrahedron waiting on weather

New Business:

- A question from Ken B about regarding a policy for the use of the chapter mailing list led to a discussion. Both CCPA and Alan Barnard requested mailings to our membership The subjects were the Collins Foundation arrival and initial notices about the Emergency Management involving pilots. Emily also requested an email blast to support the parade at the Irrigation festival.

Meeting adjourned at 1015

Respectfully submitted

/ Ken Brown / Secretary 2017

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Draft Advertising Policy: (revised 5/2017 but not yet approved)

1. Web site sponsorship*

- a. Purpose: Offset costs for all digital media (hosting, mailing plan and domain names) and create revenue for the EAA430 operating budget.
- b. Eligibility: Any business or individual may be a sponsor:
- c. Service: Posting **of sponsors graphic "media ready"** material. (After approval for appropriateness.)
- d. Size & Cost:
 - i. To be paid annually by January. Ad will run from January-December 31. Ads placed after June 30 to will be charged ½ of the annual fee.
 - ii. **Business Card 2x3.5"** \$ 50.00
 - iii. **Large Card 4x7"** \$ 85.00
 - iv. Special full page \$250.00 (dedicated page)

2. Newsletter Advertising

- a. Purpose: to provide members a short-term (3-issue) venue to advertise personal aviation related items they wish to sell.
- b. Eligibility: Chapter members only. **No commercial products or services.**
- c. **Service: Publishing of members "media ready" material.**
- d. Size: One paragraph not to exceed x column inches plus **1 picture (maximum size 2x3.5")**
- e. No sponsors in the newsletter.

Open question for accountant or EAA legal? Can any portion of the revenue received from a sponsor for their advertising on the EAA430 web site be a donation?

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