



## CAN Board of Directors (BOD) MEETING MINUTES

**Location:** In Person and Virtual

**Date:** 24 AUG 2024

**Time:** 12:37 PM (Meeting Called to Order)

**Theme** Carolina Aviators Network BOD Meeting 2024 Strategic Plan Development

### Outline

- Av8maps
- Motion to suspend ART III
- Business cards & signs
- QuickBooks
- Denied bank promo
- Vote: top candidates for vacant board positions
- Strategy Planning

### Attendees:

Erica Zangwill – President and Pilot

Bill Repucci - Pilot and Business Owner

Stephen Linson – Pilot and Business Owner

Bill Pereira - CFII

Leanna Tolles – Treasurer; VP at Elite Aircraft Services, Business Owner

Bobby Patterson – Pilot and Business Owner

Tom Tousignant – CFII and Business Owner; Mike Davis' neighbor; guest

Leigh Pettus – Owner of Unity Aerodrome (SC76); guest

### Updates

- Erica - Bank Account \$200 promo signup not honored by Truist--denied due to account ineligibility; \$100 initial deposit and current balance // e-Commerce Platforms now linked -- PayPal, Venmo, Zelle // forgoing pursuit of adding CashApp as this platform is less secure and doesn't project confidence as a company
- Stephen - Business Cards and Signage; quotes provided by Stephen, Bill, and Erica
- Leanna - Business financial / accounting application (QuickBooks) now in place; all receipts to date have been entered
- Leanna - Insurance (Fidelity or Surety); affordable and requires BOD discernment; level of coverage
- Bobby - CAN business structure and non-profit status; pending IRS adjudication and approval (e.g., LLC and non-profit designations)

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## Discussion topics / Open issues

1. Av8maps.com (Erica) -- an interactive map created by AJ Poirier
  - Web demo provided by Erica
  - The website can potentially be a component / feature of our Member Directory
  - Interactive map is effective but doesn't include a Geolocator to search a specific area
  - There are competitors to this website – Foreflight, Social Flight, Fun Places to Fly
  - Must form a committee to drive the directory tool
  - Fly-inn.com, might be worth looking at it; Stephen spoke with company owners at Sun n Fun this year
  - Need to have an ability to manage by group, CAN, VAN, etc (breakout by region)
  
2. Motion to suspend Article III (approved) -
  - Bylaws addressing member terms and when voting for new member candidates occur
  - Suspended until February BOD meeting in 2025 to present the Article III revision for review, consideration and potential voting
  
3. Business Cards & Signage (Stephen)
  - Recommend adding QR code to signage
  - Stephen connected with a graphic designer that can design banners
  - Bill R. can print business cards
  - Business Cards; Erica presented quotes from Staples: most affordable; \$20 for 250 cards (250 per order; cannot be sectioned out and customized to include names, titles, contact info)
  - Must solidify BOD Member alignment / title assignment prior to business card printing
  - Triple Tree approves of our sign placement—as long as we are not selling anything. Vendor fees would apply if selling merch
  - Current signage pricing with dimensions and other information follow:

UZMarketing.com is the company we're referencing; based on Stephen's research. \$100 graphic designed - design fee. Should we discern a requirement for a professional design company -- Robertson Creative LLC; identified and recommended by Stephen. Dimensions follow:

18x24 yard signs -Fluctuates with price/quantity

24"x60" Retractable banner \$84 each

-with stand

2x5 Hanging banner \$38 each

36x123 Flag Banner \$101 Each

18x24 A frame sign \$156 each

4ftx3ft Banner \$54

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#### 4. QuickBooks (Leanna)

- Active; adaptation continues; also create a format for annual (financial) and other compliance reporting requirements
- Receipts to-date are loaded
- Fidelity & Surety Bond Insurance
  - Will need to decide how large of a bond we need
  - Event bonds are \$500 to \$800 annual premium for a year-long policy
  - Bill R. to check with EAA and AOPA and provide insights to Leanna
    - Co-hosting, hosting, et al
  - Ask CDN if they can name CAN on their insurance for the T4T event

#### 5. Voted two candidates for vacant board positions

- Leigh – Secretary
  - Approved unanimously
- Tom – Director
  - Approved unanimously

#### 6. Strategy Planning – PPT presentation

- Overview of Organization
  - Waiting to hear from the IRS with our corporate structure and non-profit designation (e.g., LLC, 501c3)
  - Copyright & Trademark applications submitted; approval status pending
  - CAN has ownership and rights to logo
  - Two merchandise vendors – Brad Blackburn and Scott Douglas
  - Mission, Vision and Values review
  - Recommend publicly posting list of CAN achievements; actions completed to-date; inform members
  - Major Competitors
    - FunPlacesToFly
    - SocialFlight
    - AV8Maps - Potential partner
    - Other major players (EAA, AOPA)
- Brainstorm: Determine our Customer Segments
  - Who, what, where, value we bring
  - Conduct SWOT Analysis and then identify our value proposition
  - Strengths, Weaknesses (internal to the company)
  - Opportunities, Threats (external to the company); threats are liabilities
- Develop a Strategic Plan
  - 3 to 5 strategic objectives
  - Develop SMART goals (Specific, Measurable Attainable, Relevant, Time)
  - KPIs

- Bobby recommends the following Line of Effort naming convention and program / services alignment and strategic plan development insights (see next page)

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Recommended framework and insights for Strategic Planning Development are as follows:

<b>Line of Effort (LOE) #</b>	<b>Line of Effort (LOE) Name</b>	<b>Major Objective</b>	<b>Outcome</b>	<b>Program or Service</b>	<b>Measure of Performance (MOP) Are we doing the right things?</b>	<b>Measure of Effectiveness (MOE) Are we doing the right things effectively</b>
<b>1</b>	Community Outreach	Pending	Pending	Toy Drive, Bravo Zulu Resort, CAN @ OSH, Animal Rescue Transport. Flight Forward	Pending	Pending
<b>2</b>	Member	Pending	Pending	Directory	Pending	Pending
<b>3</b>	Strategic Communication	Pending	Pending	Social Media engagement (e.g., Linked In, Podcast, Facebook); CAN news	Pending	Pending
<b>4</b>	Training & Education	Pending	Pending	Adult Eagles	Pending	Pending
<b>5</b>	Community Engagement	Pending	Pending	Schools	Pending	Pending

- A strategy is the underpinning / binding document that provides direction / the 'navigational heading' if you will. A Strategic Plan is generally five years in length; with corresponding LOEs that yield / underwrite Unity of Effort. Each LOE requires a Major Objective (MO). Each MO has [a] measurable outcome(s) >> allows the BOD to 'see' if and when we achieved what we set out to do.
- A corresponding Action Plan accompanies the Strategic Plan. The Action Plan is generally 12-months in length -- in to provide corporate-wide focus areas for the [company plans] to address during the upcoming year. We are looking at a two-year Action Plan; given that we are not full-time. The 'things' listed above are programs or services that support the identified MO and the associated outcome(s) we plan to achieve.
- Recommend assigning a BOD Member to / for each LOE...as the LOE Lead; responsible for developing the associated Plan of Action & Milestone (POA&M) that supports each

MO. The LOE Lead is responsible for identifying the associated MO and corresponding KPIs, conducting a SWOT Analysis, overseeing the conduct and completion of POA&M activities and [periodically] reporting back to the BOD -- in terms of achieving associated outcomes.

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### **Next Steps**

- Erica meet with Shane (web administrator) and AJ (Av8maps owner) 30 AUG 2024; brainstorm - discuss potential adaption potential partnership; exploratory engagement
- Identify / Select Members to serve as By-Law Committee to revise Article III (New Member BOD voting); present revision during the FEB 2025 BOD Meeting for consideration and potential vote
- Develop and adopt Strategic Plan over the next three to four months; have in place by year-end 2024

**Next BOD Meeting:** 11 SEPT 2024

**Adjourned** 2:12 PM