

Virtual meeting (online)

Attendees:

Jerry Seckler (President)
Dennis Haber
Mark Waddell

Arthur Gunn (Treasurer)
Andy Niemyer
Timm Preusser

Bruce Kaufman (Secretary)
Carrie Woods

Erik Gunderson (ex-officio, COPA Board chair)

Mike Barnes (COPA U Provost)

The meeting was called to order by Jerry Seckler (at approximately 10AM Central time). The agenda was reviewed.

Treasurer report

Arthur Gunn had circulated to all attendees prior to the meeting a series of documents (listed below) that summarized the financial state of the SEF as of 9/30/2022.

Arthur noted the available balances as shown on the documents.

Due to the volume of sales (occurring in the Training LLC), the organization will be required to undertake an audit this year. Arthur is awaiting the letter of commitment from the auditor; has plans for the audit to begin in December 2022, and to be completed by February 2023.

Timm Preusser discussed, and Arthur acknowledged, that there is a late event planned in Europe (November) and their could be outstanding items not submitted by the time of the audit; this should not be a problem to the effective completion of the audit as planned.

The COPA U/CPPP finances were also briefly reviewed, with notations made:

- Losses have been incurred, primarily due to two events, and attributed to a combination of fewer attendees or increased site costs (varied between the two sites running a deficit).
- The other CPPP events made small amounts of money

Mark Waddell raised some concerns – focused on the transfer of funds between SEF and COPA Training LLC accounts – and how that could affect the legal protections intended by the organization.

Jerry Seckler recognized those concerns and stated plans to address these in more detail by forming an ad hoc subcommittee to consider and report back to the Board.

The committee will be composed of Jerry Seckler, Arthur Gunn, Mark Waddell representing the SEF Board, along with Mike Barnes, Carrie Woods, Megan van de Voort representing the Training LLC.

The Treasurer's report was accepted as presented (approved by motion and vote).

Secretary report

Two items of 'new business' were presented and discussed

Noble Flight Simulators (providers of Perspective style, FAA approved simulators to the SEF) has asked for permission from the SEF to use the SEF name in planned advertisements in the COPA Pilot magazine. They are requesting to use the phrase "preferred Perspective" simulator of the SEF.

The group had a discussion of the request.

There was a desire to make sure the SEF and Noble did not preclude other simulator providers from being allowed to use the SEF name (with permission) – hence the need for specifying 'Perspective' in the language.

There was discussion about whether the actual language should specify "SEF" or "COPA U" or "CPPP" (separately or in some combination).

The specific language would be chosen later – and would attempt to maximize the promotion for the SEF/COPA U/CPPP.

After the discussion a motion was made and passed to allow Noble to use the 'SEF' name, but at this time only in the COPA Pilot magazine.

It was felt important that the final language of the advertisement be reviewed by the SEF prior to publication.

Future expansion to other advertising was not ruled out.

SEF presence in booths at the major flying 'conventions' (Sun n Fun / Airventure) was discussed. This topic was first brought up through an email inquiry from Noble Flight Simulators to Mike Barnes, and passed to the SEF.

Noble was inquiring whether the SEF was interested in 'sharing' a booth at SunNFun.

Erik Gundersen informed the SEF Board that the COPA board has already begun application to have a booth at Airventure 2023; perhaps about 10' x 20'.

Their intent was to investigate having the SEF and the C2A groups participate; to have the 'COPA' booth be located in proximity to the Noble flight sim booth.

The group had a discussion around several aspects of such a shared booth(s):

- Staffing – initially being considered as composed of COPA's employee and some number of 'voluntary' participants from the participating organizations. It was noted that there should be some 'identifying' of the people providing that staffing (ex. Shirts, hats, badges)
- Cost – was discussed; at this time there is no request for funding from SEF; the Airventure booth is being funded by COPA; the SunNFun booth would be paid for by Noble.
- Signage – there should be unique signage for each of the participating groups; for the SEF, this could also be signage that can be used in other venues (such as CPPP events – and Mike Barnes noted that the COPA U already recognized the need to upgrade their signage).
- Location – COPA is awaiting word from EAA regarding the location that would be offered; it was felt the better location(s) would be in Hangar C, and in particular near/adjacent to the Noble simulator booth.
- Noble simulator demonstration – it was noted that the COPA shared booth would not have room for a simulator (hence desire to be adjacent to Noble); it was discussed

whether Noble or the CPPP group could come up with specific/short demonstrations that could be run with inquiring people at the Noble booth – to highlight specific aspects of the simulator relative to the CPPP work

The SEF defined that they wished to proceed and try to make this work with the groups.

The goals of the booths are:

- Attract Cirrus pilots who are not part of COPA to join COPA;
- Encourage COPA members to attend CPPP events;
- Attract pilots of other technically advanced aircraft to attend CPPP events (or even to ‘switch’ to Cirrus aircraft)

The SEF will pursue sharing a booth at the events:

Sun N Fun – Mike Barnes has been tasked with working in conjunction with Noble to define if the shared booth can be done at Sun N Fun 2023 (spring).

Airventure 2023 (late summer) – Erik Gundersen will work with Mike Barnes (for the SEF) on a similar endeavor for Airventure.

More specifics will be developed and shared with the Board at a later date.

New SEF Board members – Jerry Seckler noted that we should attempt to recruit one or two new board members.

Expertise in ‘marketing’ is an ongoing desired quality.

The group discussed approaches to attracting potential members. Although a post on the COPA Forum will be tried, as well as an announcement in the COPA newsletter, it was felt that having a more direct (ex ‘one-on-one’) contact and recruitment will be needed.

This is an ongoing endeavor.

COPA University report

The CPPP events were discussed; some of the financials had already been presented.

Arthur also referenced the (previously circulated) document that had a breakdown of costs by 'class'; it was noted that this did not have the desired granularity around 'food/beverage'/'hotel costs' – but that such detail is planned for the future.

Mark provided a brief slide series. Information highlighted included:

- A significant number of 'spouses'/significant others were actually trained in many of the courses
- As much as 50% of the attendees were attending their first CPPP
- Approximately 23% of attendees participated in simulator sessions.

Mark reviewed several specific venues and issues.

Henderson NV had been chosen to serve the nearby California area (when there were no reasonable CA sites identified); it suffered from high venue costs and relatively lower attendance and suffered the greatest financial loss.

Spokane WA suffered from lower than desired attendance and had a modest loss.

Knoxville had the combined effects of lower costs and higher attendance – and turned a significant profit.

Simulator session charges only cover about 50% of the cost of the sim time;

Ground sessions are the most 'profitable' (low cost/one instructor – many participants) and in effect subsidize the Sim sessions.

Mike noted that the team running the CPPP events has been very effective in reducing costs over the past year through a variety of methods; this includes purchasing AV equipment, and more intensive negotiations with venues.

Jerry noted that if the CPPP events 'make money' on the ground components, this is further reason to attempt to attract non-Cirrus TAA pilots. They would participate in the ground session.

It was noted that there is no desire or intent to offer flight training in non-Cirrus aircraft.

There was more in depth discussion on several subjects.

Differential 'rates' for different venues

Mike noted that there will be an exploration of hosting "destination" venues; he noted that more participants are not happy with 'cheap hotels';

Carrie noted that participants tend to have higher expectations (for food, services) than in the past.

Simulator sessions

It was noted that overall simulator sessions have not been filled to capacity.

And that there may not be a recognition of the new higher quality simulators now being used.

The discussion centered on NOT increasing the rate charged for the sessions (and risk having people avoid the sessions).

It was suggested that the volume of such sessions at each event be reduced. If the sessions were in higher demand additional sessions could be added (in the future or to the event if enough notice).

Overall 'pricing' for the coming year's events will be discussed by the sub-committee meeting on other financial aspects.

COPA U/CPPP salaries

Mike presented a proposal to cover changes to salaries as well as the needs for marketing (work and equipment) for a two year time frame.

Part of the proposal would include a significant increase the salaries for the Provost and the CPPP manager.

He discussed how the evolution of the events and those specific jobs has created a much more involved role for those positions, and how they deserve the proposed salary increase.

The stipends for the Deans were discussed; and this included a recognition that there may be a reorganization of the number and duties of these Deans; that each Dean position may not be equivalent.

No proposal for changing the Deans’ stipends was made at this time.

The other component of the proposal involved committing specific funds to the Communication and Marketing of the program, and to the materials and equipment needed for that marketing (for example including the ‘signage’ discussed previously)>

<u>The specifics were:</u>	<u>per year for the two years starting Nov 1, 2022</u>
Provost salary	\$48,000
CPMP Administrator salary	\$36,000
Communications/Marketing efforts	\$36,000
Travel (associated with above)	\$ 8,000
<u>Marketing material & equipment</u>	<u>\$25,000</u>
TOTAL:	\$153,000

In addition, an equivalent monthly amount would be applied to these efforts for October 2022 (as the work was already started).

A motion was made to accept this proposal (month of Oct and two years) and was unanimously approved.

In addition, Mike and Jerry will be in contact with Erik to inform the COPA board about the opportunity to focus their contributions to these finite elements.

Fundraising

The group briefly discussed the fundraising efforts over the past year. This included the Migration 2021 auction (silent, live, 'paddle raise'), the OSH event silent auction, and the Migration 2022 auction (silent, live, and 'paddle raise').

Erik had previously circulated some summary numbers; these were not specifically discussed.

It was noted that requests have been sent to donors to fulfill their obligations; some have already been returned; potential issues (not being received) will be investigated.

There was a discussion around the effectiveness of the various fundraising events.

It was decided that for 2023 there would be a combined effort focused on one event at Migration.

Migration 2023 planning has started. Erik noted that Hans Theis will be the leader of the effort, and that COPA would very much like to include the SEF in the planning that involves fundraising.

It was discussed that having 1 or 2 SEF members on any committee involved in the fundraising should help to coordinate efforts, to allow potential vendors to be approached in a comprehensive way.

In addition, there was identified a need to have a more robust 'on-line' method of participation, to include the many more COPA members who are not attending the event.

The meeting was concluded and adjourned at about 12:07 PM Central time.