

**Minutes of the
Air Force Public Affairs Alumni Association
Board of Directors Meeting
October 6, 2022**

Call to Order: Chairman Ashworth called the meeting to order at 2:10 p.m EST via ZOOM teleconference.

Roll Call: The following members were virtually present: Chairman Brett Ashworth, Treasurer Phil Ratliff, John Terino, Jim McGuire, Doug Kennett, Carla Sylvester, Chuck Merlo, John Gura, Christine Queen, Jim Hart, Jay DeFrank, Art Forster, Judy Bivens, Greg Smith, Dick Cole and Hank Hufnagel. A quorum was deemed present with proxies counted.

The following board members were absent, but had proxy representation: Perry Nouis, John Dorrian, Julie Briggs, Dave Phillips, Lou Timmons and Eric Schnaible. SAF/PA rep Col Allen Herritage, joined once underway.

Brett suggested we officially welcome Dick Cole as new Communications/Newsletter Chair, relieving John Terino, to ease voting going forward. Doug motioned and Carla seconded. John wished Dick well and Dick thanked John for transition ease.

Minutes Approval: Brett motioned to accept the minutes from the last meeting. Jay suggested minutes be amended to simplify the lengthy discussion, attaching the name change committee presentation to the board and the board's acceptance. Eric will amend that change. Jim motioned to approve, Phil seconded and motion passed.

Jim suggested the Zoom video recording of meeting might be interrupted with intermittent home internet signal, but Brett and Greg would take notes, if so.

New SAF/PA Liaison: Brett welcomed Col Allen Herritage, SAF/PA2 and our new SAF/PA rep, replacing the new SAF/PA SES Jerry Renne as AFPAAA liaison, with an Air Force PA update covering transition from Brig Gen Pat Ryder to OSD Spokesman. He covered Ukraine operations messaging challenges, B-21 reveal in early Dec, Space Force's new CSO and song. He answered board questions on BG Ryder's new duty title/roles, the move of Space Command HQ to Alabama from Colorado, AFPAAA name/mission change and relationship with active force. Chuck advised Col Herritage he'd soon contact SAF/PAR's Sherry Medders soon on the Dalton scholarship application process. Greg advised he would also contact Sherry to orient her on AFPAAA membership.

Financial Report: Treasurer Phil Ratliff shared three documents with financials before meeting and asked if any questions. Endowment fund is fluctuating with the market; current balance is \$486,035.99. 4Q recovery anticipated so no investment changes are recommended.

Proposed budget – "Best of the Best" annual conference Lockheed Martin proffer donation was \$7,500; new LM offer being worked for \$5,000. \$10K budget across FY23; Expenses expected to be slightly higher-budgeted to cover. Budget needs separate board approval. Doug moved to approve, Carla seconded, budget carried. Legal update: IRS delayed response for \$1,800 penalty waiver, accountants have been paid. Approximately \$4,000 of \$6,000 board-approved scholarships have paid out. Chuck motioned for annual financial plan approval, Doug seconded; Carried.

Lou Timmons, SAF/PA update: Not on call, but NSTR per email input beyond SAF/PA leadership change already discussed. Christine would like to contact Lou on SAF/PA rep for directory.

COMMITTEE REPORTS:

- A. Annual Meeting Update:** Perry was not on call, but Phil advised Tampa, Fla. was not affected by recent hurricane damage. Contract is to be passed to their Visitor Bureau for available group hotel recommendations. Jay asked if Sept dates hold, but mid-late Oct works best for McDill AFB and Jay advised later would be better as is out of foul weather pattern. Christine suggested Perry start to solicit a guest speaker from the Florida Space community.
- B. Membership Committee:** Christine Queen reported that membership is 504, fluctuating with new life membership and deaths. 16 members to drop in Dec as they have not renewed in recent years. 25 returned addresses with moves, 21 since ID'd and updated. BAE printing directory to be mailed out. Board member.pdf copies available. Recommended congratulating new members to welcome them to AFPAAA.
- C. Communications/Newsletter:** Dick Cole reminded board of 1 Dec deadline for next issue. Christine took a call from Neil Buttmer re: cost of mailing and asked for email vs. mailed copy. Added cost comes from physically folding newsletter and adding address labels. John personally previously covered (now \$0.81 from \$0.58/copy) prep, now done at printer. Christine can filter out members from database who desire an electronic vs. mailed newsletter copy. We could offer e-copy only option to save costs and advise members in Dec issue. Jay suggested Jim update website to provide info for members newsletter option choice. John suggested consider using non-profit organization USPS mailing rate. Phil advised we've expended +/- \$800/year previously on postage vs. +/- \$1,000/year now.
- D. Website/Oral History:** Jim advised his home move internet delayed timely website updating. Website briefly experienced a one day downtime for software/server updates and working well now. John advised two oral histories being prepared and our online directory is not connected with Christine's membership directory. Congrats to Dick on a great first edition
- E. Facebook:** Judy advised we have 1,000 members (double the AFPAAA membership) and we have the potential to recruit new members. Engagement good with posts and opportunity for Lou to cross share content from the closed group Air Force Public Affairs Professionals Facebook page. Our members can invite others to join our AFPAA page and members can self post on our page vs. having to send to Judy. Art suggested website promotion in next newsletter and members actively post new content. Good response seen from 'nostalgic' posts, Public Affairs achievements and award winners.
- F. AFPAA Name Change Initiative:** Jay reminded three documents sent to board per last meeting. Recommended our print house prepare the documents to send to membership for review. Dick advised .pdf copies work best with printer and John suggested an AFPAA board member review

print for quality assurance before sending out. Jay recommended date be set for town hall discussion and vote to change name. He initially recommend we start vote 15 Dec through end of year and add a Question and Answer element to ease informed awareness, all in one package.

Jay does not anticipate a significant cost with name change. John expressed additive cost may come from securing new trademark and legal document changes and concerned December holiday time may distract members from fully considering choice and perhaps slip to January 2023. Suggested we schedule membership vote not far (a few weeks) following the town hall meeting. John suggested a Jan 2023 distribution of documents before a Feb 2023 vote. Art suggested documents go out in Dec with a Jan follow up. Every member will be allowed to vote per Jay and Steve Everett would tally votes using his sophisticated system at self expense.

Greg moved we put out the info electronically sooner and mail hard copies to the seven or so members without electronic access. John recommended info be sent out both ways to maximize membership receipt and response. Jim reminded committee on board's previously-agreed approach. Jay suggested hard dates be set and one page Q&A to include 501C3 tax exemption determination costs as reasonable to enable our organization name change.

Old Business:

Update on Hall of Fame: Art reported contact with Ann Abel on 3 Dec Brig Gen Dick Abel's memorial service in Williamsburg, VA, with burial at Arlington Cemetery, TBD Spring 2023. Working DINFOS Wall discussion opportunity with new commandant (via Mike Gannon).

Update on Dalton Scholarship: Chuck reported two applicants still to apply for their funds, four have already paid out. Will work with Sherry at SAF/PAR to finetune the application process and program publicity.

New Business:

Brett solicited input from board for owner of directives on board responsibilities and continuity of operations (as Perry suggested in previous meeting). Art reminded the importance of maintaining records maintenance and suggested transition to AFPAAA board secretary. Christine suggested board minutes be posted to website with board member access. Jim Hart concurred on need to maintain record of actions and decisions taken by the board over the years for historical documentation and archives. Jim McGuire motioned board minutes be posted on website, Doug seconded; Carried. Art recommended we also maintain the historical documents of WWII and Korean War era PAO leader interviews. Will seek to recover past meeting minutes and board responsibilities.

Greg requested posting recurring quarterly AFPAA board meetings. Jim suggested evening or weekend meetings to maximize participation, to accommodate those board members still actively working. Jay suggested proposed meeting and agenda be sent out to board members several weeks in advance. Minutes need to go out weeks vs. months following board meeting for timely awareness of discussion to codify more effective process.

Brett suggested next quarterly meeting for first week/weekend December (8/9 Dec). Greg moved to adjourn the meeting, Jim McGuire seconded and all members voted in favor of adjournment.

Respectfully submitted,

Eric Schnaible, AFPAAA Secretary