

**ROGUE VALLEY INTERNATIONAL-MEDFORD AIRPORT
AIRPORT COMMUNITY ENTHUSIAST (ACE) BOARD MEETING MINUTES
January 23, 2012**

I. Call to Order

The meeting was called to order by the Chair, Ron Fox, at 12:30 p.m. in Conference Room B at the Rogue Valley International-Medford Airport.

II. Roll Call and Introduction of Guests

Members Present: Scott Anderson, Ron Fox, Brad Hicks, Chris Reising, Jody Jensen, Bert Morgan, and Tome Olson. **Members Excused:** Mike Quilty and Alan Bender. **Guests Present:** Bern Case, Marcy Black, Robert Russell and Susan Mathistad, Airport; Carl Hjelm, ARFF; Art Lumley, ACE Newsletter Editor; Steve Patterson, ACE Treasurer; and Sherry Shusterwitz.

III. Approval of November 21, 2011, Minutes

Ron called for a motion to approve the minutes. Jody Jensen moved to approve the minutes as written and the motion was seconded by Brad Hicks. The motion passed by voice vote, none opposed.

IV. ACE Treasurer's Report

Steve Patterson distributed the ACE Treasurer's Report (attachment).

Steve reported the deposit of \$950.00 into the KC 97 account and mailing of \$50.00 to the Secretary of State as per last month's discussion. He deposited \$105.00 for parking spaces and \$50.00 as discussed previously. The account balances were summarized.

Ron called for a motion to approve the ACE Treasurer's Report. Brad Hicks moved to approve the report as presented, and the motion was seconded by Scott Anderson. The motion passed by voice vote, none opposed.

It was noted that income from the KC 97 rental goes to the County, and signatures have been obtained for the checking account.

V. Old Business

Steve Patterson brought up the proposed Webpage and the direction the Committee would like to take in its development. Ron Fox reported Steve has done the majority of the leg work on this project. Ron stated Steve spoke with Project A, an Ashland-based site and software development firm. Two proposals from Project A were distributed at a previous meeting. The first proposal is less enhanced and would cost \$1,972.00, with an annual fee of \$335.00 to maintain the Website. The second proposal includes a provision to take payments via credit card, either through Pay Pal or other merchant and would cost \$3,252.00, with an annual fee of \$455.00. Both options contain a 20% discount because ACE is a non-profit organization.

There was discussion of revenue. Currently, there are no monthly or quarterly donations made on a regular basis. Enterprise Car Rental made one donation of \$1,000. Precision Approach no longer pays for the newsletter; however, it does pay for parking spaces. It was noted this does not generate money in the main account. In 2011, only one newsletter was distributed by mail and Action Security paid \$321.00. In the past, the newsletter was distributed quarterly and Action paid \$325 to \$350 for each distribution. Steve and Ron will work together to see if Action Security will continue their support. Scott mentioned that if a Website is constructed, there may be a possibility to offer advertising in exchange for their continued contribution. There was further discussion of possible sponsors for the Website and which proposal would best meet the needs of ACE. Bern Case stated he felt ACE's financial obligations could be met by securing one or two regular sponsors. He further discussed the option of using the County's Webpage to promote ACE. The only limitation is that the County's Website could not be used to generate money for ACE. Scott asked about air fare watchdog for current fare information.

Steve Patterson stated ACE is separate from the County. He explained you can set up Pay Pal which would cost approximately \$50 to set up with no monthly fee. He did not feel there was a need for other merchant pay options.

Scott Anderson reminded members that the monies generated from the KC 97 (other than rental) goes back into the KC 97 account. Likewise, for the art, history and culture account. Therefore, those monies could not be used for a Website and would have to come from the general fund.

Steve Patterson pointed out, that if you are promoting the KC 97 on the Website, you are promoting art, history and culture and felt they should contribute to the Website costs.

Brad Hicks said ACE could obtain enough sponsors to pay for the Website and that the only issue would be for the Committee to decide which proposal to accept.

Tome Olson suggested putting an article in the ACE newsletter about constructing a Website and what funding is necessary to gain more support.

Brad Hicks also suggested using Facebook and e-Bay, which are free to use, to generate funds to pay for this project. He also said someone could be found who would donate their time. He said Committee members should consider, realistically, how much the Website would be used to warrant the cost involved.

Scott Anderson stated that, although there is information on the County's Webpage about ACE, it is limited, and there is a need to get flight information to the community. He said the Website would be utilized a lot if it contained that information.

Bern Case noted that the Airport Authority has had Facebook for approximately 2 months. Sue Mathistad stated there have been about 80 responses.

Bern Case indicated that someone should call on Don English of Action Parking to continue their support in lieu of postage. Brad and Scott said they would follow through on this matter.

There was further discussion about what Committee members want ACE to accomplish, which may or may not include raising money and the future use of Websites. At this time, members will consider the use of the County's Webpage, Facebook, and pursuing current sponsors.

VI. New Business

Ron Fox noted there was an article in the *Oregonian* about the Tillamook Air Museum and the collection on display owned by Jack Erickson of Erickson Air Crane.

Marcy Black stated ACE membership cards needed to be ordered. The last time they were purchased was in 2009 for a cost of \$255. Discussion ensued about paying for the cards.

VII. Adjournment - The meeting adjourned at 1:25 p.m.

Respectfully Submitted,

Susan Mathistad
Recording Secretary
(Attachments as indicated)

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