

Minutes of the Board of Trustees of the National Association of Rocketry

March 1, 2019

The meeting was called to order on Friday, March 1, 2019 at the Radisson Resort at the Port, Port Canaveral, Florida at 8:28 AM. Trustees present: John Hochheimer, President; Carol Marple, Vice President; Mark Wise, Secretary; Tom Ha, Treasurer; Randy Boadway, Vince Huegele, Kevin Johnson, Ed LaCroix, Jim Wilkerson. Members absent: None: Others present at various times during the day: Marie Stumpe (NAR Headquarters), Todd Schweim (NAR web designer and publisher of *Sport Rocketry*), Jay Marsh (District IV Vice President, Academy of Model Aeronautics), Don Carson, Kevin Stumpe.

The board immediately went into executive session. Topics discussed included Todd Schweim's contract for website support and other projects, an update on NAR Standards and Testing, the NAR's 501(c)(3) non-profit status with the IRS, and some proposed updates to NAR HQ business practices.

During executive session, Kevin Johnson moved to continue the NAR's arrangement with Todd Schweim through the 2019 budget year. Jim Wilkerson seconded. Motion carried unanimously.

The Board came out of executive session at 9:33.

National Events

NARCON

- John reports that the event is "going fine."

National Sport Launch

- Ed reported that the event hotel has been contracted, and the registration web page is now live. Board members discussed whether any sort of Saturn V commemoration should take place at NSL. Ed said that Greg Lyzenga, the event director, had not yet organized anything in that regard.

NARAM/Rocketry Festival

- Contracts have been signed for the host hotel as well as the convention center where the banquet and R&D presentations will take place.
- Since NARAM will be held at the Academy of Model Aeronautics' International Aeromodeling Center, all event directors – Brian Muzek (NARAM contest director), Matt Steele (FAI flyoff event director), and Mario Perdue (sport range event director) – have been certified as AMA event managers.
- Dave Schultz, President of Wright Stuff Rocketeers, is working with Brian to provide WSR support personnel for the event.
- All event directors have been instructed to work with Todd Schweim for their official websites.
- When members register for NARAM, they will automatically acquire a free 90-day trial membership in AMA. AMA hopes for some cross-pollination between organizations.
- John asked Carol to lead a PR subcommittee for NARAM, consisting of two or three board members. Randy agreed to help, and Carol asked other interested members to e-mail her.

- John will interact with AMA’s leadership quite heavily in the runup to NARAM. He will be attending the AMA board meeting on April 27-28.
- NAR member Jay Marsh, in his capacity as an AMA vice-president, was present at the meeting as AMA liaison.
 - He told the board that the Rocketry Festival is “a big deal to the AMA.” There have been a few challenges along the way, but AMA is now “100 percent behind this.” Jay wants to make sure that all parties are thinking about how NAR and AMA can both capitalize on the event. Since all three elements of the Rocketry Festival are being sanctioned by AMA, they will show up on all AMA calendars (website, print magazine, online magazine). Jay hopes that we can build an ad for *Model Aviation* magazine for the widest possible distribution, and he will look into special pricing for a magazine ad. (*Model Aviation*’s circulation is approximately 200,000).
 - The Rocketry Festival is being billed as “a family-oriented sport,” even a family vacation, which is key to AMA’s participation. AMA is very interested in youth participation. The International Aeromodeling Center is within reasonable proximity to the Indianapolis Children’s Museum and the National Museum of the U.S. Air Force, and AMA has contacts to provide shuttle transportation to tourist locations. AMA wants to get AMA members excited about the Rocketry Festival so that they come to the event, and expose NAR members to AMA at the same time with the intent of generating cross-memberships in both organizations.
 - AMA would be interested in discussing the possibility of developing an affiliate program, where AMA would sell NAR memberships at a discount, and vice versa, with the intent of expanding membership in both. Everyone at the Rocketry Festival (participants and family members) will receive a free AMA membership – 90 days for adults, until their 19th birthday for children. AMA membership includes insurance as well as a subscription to the online version of *Model Aviation*, which will include feature article about the Rocketry Festival within three issues of the actual event.
 - Jay said that there is not much crossover between AMA and NAR membership – perhaps as many as 170 people. He would like us to think about what NAR could do to attract AMA members to NAR. He suggested that we allow AMA members to fly for free at the Rocketry Festival sport range, promote NAR while AMA members are on site, and have NAR application forms on hand.
 - AMA plans a media blitz in conjunction with the Rocketry Festival. They can easily hit the Indianapolis market and perhaps Dayton as well. AMA has a PR firm that will probably head up the AMA media effort. Our joint goal is to get as many people on the field for as many days as we can. Jay sees NAR’s emphasis on building, not just flying (that is to say, *creating – hands on activity*) – as a key to engaging younger people and growing both hobbies.

TARC

- John reported that TARC preparations are running on schedule. TARC 2019 includes new events to “make it bigger and better.” There will be a Jumbotron on field, and a demonstration of “Apollo-like” rockets between the first and second rounds. James Duffy is working on a presentation. A Saturn V is under construction for the high-power demonstration. The Aerospace Industries Association has obtained more sponsorship and more funding for this year. We are

expecting more VIP's to attend, since the event has been moved away from Mother's Day weekend.

Future Events

- The Board discussed possible locations for national events in 2020. Several sites are under discussion, and the final decisions will be announced at the NARAM banquet, as is customary.

Section Championship

- Ed brought up the draft rules for the Section Championship, which had been suspended with the implementation of the National Rocketry Competition but will now be reinstated. The Board agreed that Ed should pass the draft rules and a cover letter to Section Activities Chair Chuck Neff, so that he can pass them along to the Sections for comment. John would like to have the rules finalized in time to announce them in the June edition of the *E-Rocketeer*.

Treasurer's Report and Financial Discussion

General Comments

- Tom has asked Collins Credit Union to close our accounts, but they require additional paperwork before they will do so.
- The accounts with US Bank are generally in good shape. The debit cards for the NAR President and HQ manager have proven to be quite useful, reducing the number of checks that have to be written.
- The interest rates for the Certificates of Deposit with AmeriChoice Credit Union are significantly better than from any other source, so we will maintain those CD's.
- The cost of NAR's insurance policy has risen only 0.36% since 2018, despite the addition of 500 new members. This is a direct reflection on NAR's outstanding safety record.
- Tom added \$10,000 to the accounting fees in original draft budget.
- John asked Ed, in his capacity as National Events chair, to look into how we fund awards. Soliciting donations from manufacturers hasn't been working as well, and trophies are becoming more expensive.

Accounting Review

- John said that we need to have an accounting review, which has never been done. He is asking Anne Heacock, our new accountant, to come up with recommendations for things we should be doing differently. Her first area of concern is that we have a single person performing several duties that should be split up. In particular, the person reconciling our accounts should not write checks. One step in the transition is to separate those duties.
- We also need to develop a requisition system, ideally online, to improve our accountability. NAR is now big enough to require better checks and balances than those that currently exist.

Youth Incentives

- The Board discussed youth incentives extensively during the Treasurer's Report, since youth incentives and initiatives may have a bearing on the NAR budget.
 - Do we continue to provide cash prizes for B division Research and Development?
 - Do we incentivize youth participation more broadly?
 - Do we do something with free memberships for youth?

- Do we make better use of our 4-H and CAP connections?
 - We could give free memberships to 4-H groups or CAP squadrons/wings to find kids that we wouldn't find through Sections.
- Do we pass these questions to a reconstituted Leader Advisory Council (LAC) for action?
 - Carol asked the Board members to send her the names of any suggested candidates for a new LAC (perhaps under a new name). John mentioned that NAR would likely fund travel for youth members to attend board meetings as non-voting members.

Scholarships and Grants

- The Board discussed NAR's future scholarship and grant strategy. John pointed out that we have to be careful in the way we manage donations, and make it clear that endowed scholarships may be disestablished when the original funding runs out.

Mark Wise moved to accept the 2019 budget as discussed. Jim Wilkerson seconded. Motion carried unanimously.

Note: A Balance Sheet and Statement of Income and Expenses for the 2018 fiscal/calendar year are appended to these Minutes, in accordance with the NAR By-Laws.

Secretary Update

Elections

- The election announcement will be published in the March issue of *The Electronic Rocketeer*. Candidate resumes will be accepted at elections.nar.org until noon (Eastern time) April 8th.
- Mark has reviewed the geographic representation clause in Article VI, Section 2 of the By-Laws. No matter how the election turns out, we will be in compliance with this clause.

Website

- Mark will collect "State of the NAR" presentations since NARAM-58 for posting to the NAR website. He will also work with Todd Schweim to fix broken links to and from the awards pages, and add any President's and Galloway Awards that have been awarded since 2015, and post the results from NARAM-60 to the appropriate page.

Policy "Scrub"

- As part of a broad review of NAR policies, Mark compared policy lists from 2008, 2012, and 2016, and reviewed the minutes of every Board meeting since 2006. He found that the updated Board member travel reimbursement (enacted in July 2017) was missing from the policy list, and that it was unclear whether the policy on the use of NAR logo had ever been ratified by the Board.

Randy Boadway moved that the verbiage from the 2016 policy list, "The use of the NAR brand is limited to activities sponsored by NAR, NAR National Events, NAR Section activities, member personal use, and other events as approved by the NAR Board," be adopted as an official NAR policy and posted to the NAR website. Tom Ha seconded. Motion carried unanimously.

- Mark will update the policy list and send it to Todd Schweim for posting on the NAR website.

Committee Reports

Education

- The National Science Teachers Association convention will be held on April 11-14 in the St. Louis area. NAR is attending in partnership with the Aerospace Industries Association. NAR members from the St. Louis area will staff the booth. The booth will be funded by AIA, with no cost to NAR.
- narTcert was mentioned in The Electronic Rocketeer, which drove program registration up by 15 teachers, at least ten of whom were new NAR members. Vince posts each new certification to the “NAREducation” page on Facebook.
- A mass launch (5000 launches) is scheduled for July 16th at the U.S. Space and Rocket Center in Huntsville, Alabama. The sponsoring organization is proposing to launch Estes Pathfinder models on 1/2A6-2 motors, in similar fashion to Space Camp activities. It does not look as though there will be a need for NAR involvement in this activity, but the same group also wants to set a record for a global launch that same day, where people all over the world launch rockets and report their results to the U.S. Space and Rocket Center. The global event would allow stomp rockets, water rockets, model rockets, etc. NAR could participate in this. John asked Todd Schweim to set up a landing page on the NAR website for this group so that we can count the number of hits from the event’s website.

Section Activities

- The committee is in the process of re-registering sections for the year. Over 100 sections have renewed since the beginning of the year, and the committee has received only one request to deactivate a section.
- The committee has been working diligently on grants, and has been sending out grant checks within about 48 hours of requests since NARAM.
- Apollo 11 – most sections have some sort of plans for 20-21 July.

IT

- Kevin will work with Marie to discuss adjustments and improvements to the Neon database to serve our requirements better.

NARTREK

- Committee chair George Scheil has asked the Board to change the requirements for the Competition achievement, so that they reflect the new Model Rocket Sporting Code. Ed will contact George to work on the issue.

Member Survey

John led a facilitated discussion to begin developing the next NAR Member Survey.

He believes that our primary target for the survey should be our senior members. Surveying junior members is of limited usefulness.

Suggested questions that came from the discussion include the following:

- What do we want to know from our adult members?
- What programs are we really interested in knowing that people are concerned about?
- What motivates you to renew their membership?
- How likely are you to renew your membership next year? Why?
- What national event(s) have been of value to you?
- How does the location of a national event affect your attendance? How far are you willing to travel?
- How important is the location of an event (i.e. a “destination NARCON”) to your willingness to attend?
- Training and awareness questions (“Did you know we have... and do you use it?”)
- Do we survey former members to find out why they left?

Sport Rocketry

The Board discussed making electronic version of *Sport Rocketry* available and selling it as an option. John said he would need to talk with Todd Schweim and Mark Bundick (Publications Committee chair) to discuss how we might recast our business structure to lower dues for electronic-magazine-only members if necessary.

Tom Beach, the editor of *Sport Rocketry*, has a good amount of content on hand. He has added new features in the past few years, and added eight pages to one issue to help clear a backlog of article. He has published 12-15 articles from the waiting list. The next issue will be the usual 56 pages in length.

Aspiring writers **must** contact Tom Beach or Todd Schweim, preferably Todd, for author’s guidelines. A major problem with many submissions is that the photographs are of poor quality.

The Board discussed what should be included in *Sport Rocketry*. Do the list of certified motors and the list of Sections really need to be published in *Sport Rocketry*, or is it sufficient to maintain current lists on the NAR website?

Website

NAR made several improvements to the website in 2018. Old publications have been posted to the website to the maximum extent possible. Four hundred publications, including *Sport Rocketry*, *American Spacemodeling*, *The Model Rocketeer*, and *The Electronic Rocketeer* are all available in the members-only section. National event websites are now centrally managed. Todd Schweim has been doing a good job of posting new content within 24-36 hours of receiving it.

The Board discussed several goals for the website for 2019:

- Track the “kit stuffers” that many rocketry manufacturers include in their kits. For example, manufacturer XYZ Rocketry’s kit stuffer would include the URL “nar.org/xyz” instead of the regular “nar.org.” When someone enters “nar.org/xyz,” we will know that they found out about

the NAR through XYZ's kit stuffer. This would let NAR and the vendors know whether the kit stuffer program is resulting in increased traffic on the website.

- Create links from Trip Barber's Technical Bibliography (<https://www.nar.org/members/technical-bibliography/>) to the relevant articles in publications that have been uploaded to the website.
- NARTS publications could be uploaded to the members-only section, but they would still be available in hard copy through NARTS.

Todd asked what sort of analytics we might find useful. One idea was to track the number of hits on the section listing, as well as the number of hits to each Section, in order to gain some insight into what works on a section website. Another idea was to track what sites people were coming from enroute to the NAR webpage.

John mentioned that Google gives non-profit organizations \$10,000 per month in free advertising. This might be useful for NAR, but we would need to verify NAR's 501(c)(3) non-profit status. Donations through Amazon Smile (smile.amazon.com) were discussed, and John will mention it in the *E-Rocketeer*.

Final Thoughts

Jim is looking at Tripoli's Junior Level 1 exam. We would like to implement something similar in order to allow cross-certification of Junior L1 between NAR and TRA. Tripoli does not currently recognize the NAR Junior L1 certification, so a NAR-certified junior cannot go out to the launch pad at a Tripoli launch even if it's his/her rocket being flown.

Carol suggested that this would be an appropriate time to explore a Memorandum of Understanding (MOU) with the Girl Scouts, to add to current MOUs with 4-H, Air Force Junior ROTC, and the Civil Air Patrol.

Mark Wise moved to adjourn the meeting. Ed LaCroix seconded. Motion carried unanimously.

Meeting adjourned at 4:32 PM.

Respectfully submitted,
Mark Wise, Secretary