



Q3 2020 BOARD OF GOVERNORS MEETING MINUTES 17OCT20

WARNING

Information contained in this document is
intended for flight simulation purposes only.

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1 Control Pages

1.1 Document Identification

Document Identification	
Department	VATSIM Board of Governors
Type	Publication
Version	1.0
Issue Date	15NOV20
Identification	2020 Q3 BoG Meeting Minutes

1.2 Revision Records

Revision Number	Date	Description of Change	Author
0.1	26OCT20	Initial Draft	MR
0.2	01NOV20	Revised Draft after feedback	MR
1.0	15NOV20	Release version following BoG Vote	MR

1.3 Related Documents

Document Name	Document Identification
None	None

2 Present

Position	Name	Initial	Notes
VATGOV1	Gunnar Lindahl	GL	Chair
VATGOV2	Mark Richards	MR	Minutes. Left meeting at 22:30z due to work commitments.
VATGOV3	Federico Navarro	FN	Left meeting at 22:12z due to work commitments.
VATGOV4	Simon Irvine	SI	-
VATGOV5	Anastasios Stefopolos	AS	-
VATGOV6	Matt Cianfarani	MC	-
VATGOV7	Matt Bozwood-Davies	MBD	-
VATGOV8	VACANT	-	-
VATGOV9	Tim Barber	TB	-
VATGOV10	Nicola Felini	NF	-
VATGOV11	Don Desfosse	DD	-
VATGOV12	Roger Curtiss	RC	-
VATGOV13	Ethan Hawes	EH	Left meeting at 20:40z due to work commitments.
VATGOV14	Matt Bartels	MB	-

3 Minutes

3.1 Welcome

GL opened the 3rd Quarter 2020 BoG meeting at 20:02z. Gunnar welcomed the five new BoG members, Matt Bozwood-Davies, Nic Felini, Federico Navarro, Simon Irvine and Anastasios Stefopolos, who were all attending their first BoG quarterly meeting.

3.2 Apologies

Position	Name	Initial	Proxy
-	-	-	-

3.3 Adhoc Votes Since the Previous Meeting

Vote	For	Against	Abstain
To appoint Matt Bozwood-Davies to the post of Vice President, Technical Development, where he would, in addition, absorb the responsibilities of the VP Web Services until superseded by a further Board vote whereby that post is filled or removed.	9	0	0
To approve the minutes of the Special General Meeting of the VATSIM BoG, held on 18JUL20 at 1900z, as emailed to all BoG members, for general release and publishing on the VATSIM website.	7	0	0
To approve the minutes of the BoG quarterly meeting for Q2-2020, held on 18JUL20 at 2000z, as emailed to all BoG members, for general release and publishing on the VATSIM website.	7	0	0
To approve the minutes of the Special General Meeting of the VATSIM BoG, held on 26SEP20 at 2000z, as emailed to all BoG members, for general release and publishing on the VATSIM website.	10	1	0

3.4 Online Activity Report

Board of Governors Online Hours (Quarterly Requirement 24 hours)								
Period:	Q3-2020			Jul-20	Aug-20	Sep-20	TOTAL	
VATGOV1	President	Gunnar Lindahl	967365	34	28	32	94	392%
VATGOV2	VP Operations	Mark Richards	811451	19	43	18	80	333%
VATGOV3	VP Network Infrastructure	Matt Cianfarani	993838	12	9	5	26	108%
VATGOV4	VP Regions	Jackson Harding	820457	0	19	23	42	175%
VATGOV5	VP Technical Development	Matt Bozwood-Davies	1240411	94	79	82	255	1063%
VATGOV6	VP Web Services	VACANT						
VATGOV8	VP Conflict Resolution	VACANT						
VATGOV9	VP Virtual Airlines & Special Operations	Roger Curtiss	810159	2	22	45	69	288%
VATGOV10	VP Marketing and Communications	Matt Bartels	863645	21	30	7	58	242%
VATGOV11	VP Supervisors	Tim Barber	819096	24	12	6	42	175%
VATGOV12	VP Membership	Don Desfosse	1035677	81	90	41	212	883%
VATGOV14	VP Pilot Training	Ethan Hawes	973741	65	44	39	148	617%

Executive Committee Online Hours (Quarterly Requirement 24 hours)								
Period:	Q3-2020			Jul-20	Aug-20	Sep-20	TOTAL	
VATAME1	RD Africa & Middle East	VACANT						
VATASIA1	RD Asia	Anastasios Stefopoulos	901134	20	35	22	77	321%
VATEUR1	RD Europe	Simon Irvine	858680	39	33	23	95	396%
VATNA1	RD North America	Nicola Felini	1020845	10	41	34	85	354%
VATOCE1	RD Oceania	Alan Cooke	1194659	19	20	29	68	283%
VATSA1	RD South America	Federico Navarro	1013441	8	2	52	62	258%

3.5 Matters Arising from the Previous Meeting

3.5.1 The future of Iron Mic (MR)

MR stated that he had not completed the work on the reinstatement of Iron Mic. He will work with the Region Vice Presidents to make a recommendation to the BoG.

ACTION: MR to meet with the Region VPs to resolve Iron Mic and make a recommendation to the BoG by 30 November 2020.

3.5.2 Multiple Frequency Top Down (MB)

MB outlined the draft policy that had been circulated to the BoG email ring.

ACTION: MB to send the final version of the draft policy for discussion by the BoG via email, with an Adhoc vote to be posted by 26 October 2020.

3.6 New Business

3.6.1 Managing Policies Under the New Leadership Structure (MR)

MR discussed who on the BoG should own the policies that were previously owned by the former Executive Committee.

The BoG now owns all policies that were owned and maintained by the Executive Committee.

ACTION: SI to coordinate a meeting with the Region VPs to discuss mechanisms for adding and deleting Major Airports and Special Centres.

3.6.2 Quarterly Reporting and Goal Setting (GL)

A discussion was held on displaying statistics for reports and to the Membership. MR suggested that VATSIM produce a live dashboard for Membership.

ACTION: GL to start a discussion by email on the information that we should be provided to the Membership.

3.6.3 Town Hall Meetings & Our Rhythm of Engagement with Community (GL)

A discussion was held about the frequency of the BoG meeting with members in a 'town hall' meeting.

It was agreed that the BoG needed to be meeting with Membership more often than we have been.

MR publicly acknowledged Matt Bartels and the Marketing and Communications Team for their work and responsiveness.

Discussion continued that to do some planning and preparation for engaging with the community. It was agreed that the BoG needed to complete the strategic planning sessions that were mooted back in 2017.

ACTION: TB to arrange and lead a strategic planning before 31 January 2021.

3.6.4 Review of P0 Introduction (GL)

GL suggested that we needed to review the introduction of the P0 process to establish how well it was working. Since the P0 was introduced, over 11,000 members have successfully passed the P0 assessment and connected to the network.

3.6.5 Roles, Inputs, and Working Within the Board of Governors (MB)

MB outlined that he felt like that some of the BoG members had become siloed within their departments and to be more collaborative.

If members of the BoG have suggestions for other departments, they should be able to do so.

3.6.6 Modernisation of VATSIM Policies and Member Input (MB)

MB felt that the BoG needed to review all of the VATSIM policies to ensure that they meet the needs of the Membership in the current and future environment.

ACTION: All BoG members are to submit their list of priorities for reviewing the current policies by 31 October 2020.

3.6.7 Data Privacy (DD)

Some members had reached out to Don regarding requirements to log into Divisional Discord, Teamspeak, forums, and the like, using their full names, especially now that CID or first name is allowed in the Code of Conduct.

MBD outlined that the Web Team are exploring the possibility of adding "preferred names" to a user's profile, but further work is needed to explore the logistics of this.

4 Department Updates

4.1 *Operations (MR)*

From the end of May, following Norman Blackburn's retirement from the BoG, I assumed the role of Acting VP Conflict Resolution in addition to my Operations duties to maintain continuity in this key role. I have now handed these duties off to Nic Felini, following his appointment as Vice President Conflict Resolution.

The main focus for the remainder of the quarter was chairing the panel for the appointment of the three Region Vice Presidents.

4.2 *Americas Region (FN)*

During the third quarter, we could see improvements in the membership numbers. We have a lot of new members online, and this has been impacted the online activity. There are new members to join the ATC team in all the Divisions and some events which have taken place in this quarter.

Also, this is the first report with the new staff appointment, we have just set off, and we are going to work with all the Divisions comprising Americas to continue improving the Divisions and to help the Divisional Directors to reach the goals proposed.

There is much work to do, and we are looking forward to getting started with the new VP Americas team.

Please see the Divisions Report attached as an appendix to these minutes.

4.3 *Europe, Middle East and Africa Region (SI)*

Please see the Divisions Report attached as an appendix to these minutes.

4.4 Asia Pacific Region (AS)

Ending an amazing Quarter for Asia and Oceania Regions, VATSIM introduces the new network structure with the creation of three new Regional VP positions, reforming the six Regions into three. As such, Asia and Oceania become one Region, Asia Pacific.

The new logo of the Region is almost finalised, estimated date to be announced is within November. We are currently finalising the new organisational chart for APAC Region.

There will be recruitment in the next weeks to fulfil key positions to assist with the consistent growth of the Region. In the meantime, Han Cui remains Regional Membership Manager to assist with member retention and tickets.

The site of former VATSIM Asia Region is under reconstruction to reflect APAC Region, while a new URL is ready to replace the old one.

Overall ATC activity and training has been increased, we have seen new ATC joining at VATWA, VATSEA, VATROC, VATPRC, VATPAC and VATNZ with the later introducing a new training structure.

There have been numerous events organised across the Region with great success, VATPRC starting with events each week and VATSEA with the light-up" series. We are looking forward to the possibility of intercontinental events on a bigger scale more frequently, as well as introducing a possible Region Light Up as the ultimate goal. Plans will be discussed soon.

VATJPN is also building a new P1 training system and has also been very active with joint events. VATSEA decided to use the new HQ separately from VATWA due to Division needs.

ATC activity increased remarkably at India, Sri Lanka-Maldives and Pakistan vACCs.

There are new staff additions for Indonesia, Pakistan, Sri Lanka-Maldives as well as new mentors for India vACC.

4.5 Network Infrastructure (MC)

4.5.1 Staffing

There have been no staffing changes this quarter.

4.5.2 Work and Planning Report

VATSIM's Network Infrastructure department has completed the following projects to date this quarter:

- Multiple versioning upgrades on the back-end infrastructure hosting VATSIM Data systems (Kubernetes, MariaDB and Galera)
- FSD Server uptime this quarter near 100%

- Web Systems stability has been vastly improved from previous quarters due to the retirement of legacy systems, that were extremely volatile
- Technical Helpdesk ticket responses are answered quickly by the Technical Team (Thank you to Nestor, Kolby, Dario, Matt Bozwood-Davies!)

4.5.3 Notes

Much infrastructure work is shifting from "Constant Development" to "Maintaining", which is the culmination of significant changes made over the past 12 months.

A thank you to Matt Bozwood-Davies for his assistance in the department as well as his constant drive to move Tech further. The constant and close collaboration is much appreciated.

4.6 *Technical Development (MBD)*

4.6.1 Work

The new ATC Client, vatSys, based on the Australian TAAATS system, has been released as an Open Beta. Jake Saw has been implementing fixes/changes quickly and appropriately, and the response to the client is incredibly positive. We look forward to seeing how the client continues to develop over the coming months.

AFV was updated with a new authentication system. This change allows members details to be synced quicker to the voice server resulting in new members/reactivations not having to wait for the cycle to update all members status.

4.7 *Web Services (MBD)*

4.7.1 Staffing

Nestor Perez has been appointed as Assistant VP Development to assist in the day-to-day planning and running of the team.

The team has had no net change in headcount. Two people join the team, and I look forward to working with them. Two other people have stepped down due to personal commitments. I thank them for their contributions and hope that they will be able to return to the Tech Team in the future.

4.7.2 Work

The VATSIM Web Team has been working on the following projects this month:

- **myVATSIM** went live in line with the public release of Microsoft Flight Simulator.
 - myVATSIM brought the New Member Orientation exam and migrated the Pilot Learning Center.
 - Throughout Q4, further developments will enable more functionality for members to manage their profile

- **Terminal** – while most of the Membership will not encounter this platform, it lays the foundation for upgrading our web architecture and removing code and software in use for near to 20 years.
- **PRAMS** is the new Pilot Rating Management System for VATSIM's Authorised Training Organisations. Further work will be completed in the coming months with the Pilot Training Department. I thank Ethan and the ATOs for their patience while the initial system was set up. Unfortunately, the old system was not compatible or able to be easily updated to work with the new pilot rating scheme.
- **New VATSIM.NET website** – Unfortunately, some technical limitations were encountered with the software originally being used to build the new site. The team made a collective decision to restart using software that we are all comfortable with and one that is going to be well supported in our infrastructure. The new Website is expected to be released in Q4.
- **Forums** – The forum software has been upgraded to the latest version. The updated version brings in security patches and enhanced features which we will expose to the Membership soon.

4.7.3 Notes

Web Traffic has seen a decrease to 32 TB of data over the past quarter, down 26% over Q2. The downturn is an expected figure as people around the world return to work/school after the northern summer season and as restrictions for COVID-19 are lifted in some countries. With that, however, we have seen a significant increase in encrypted traffic across our servers.

We will be reaching out and inviting all Divisional level Web Staff to join the Staff Discord server to will allow for better interaction and discussion at all levels of the network. Better interaction and cooperation has been the most common noise we have heard, and we want to ensure we involve all Divisional Web Staff going forward as the network develops.

4.8 Supervisors (TB)

Network traffic in Q3 2020 seems to have levelled off compared to past quarters, and departmental workload remained well managed. New Supervisors have been added, and more will be invited to join the department in the coming weeks.

4.8.1 Senior Staffing

Kieren Hardern was added as a Team Lead for the Supervisor Discord moderating team. As past BoG member, he adds valuable knowledge and experience. There have been no other staff changes during the quarter.

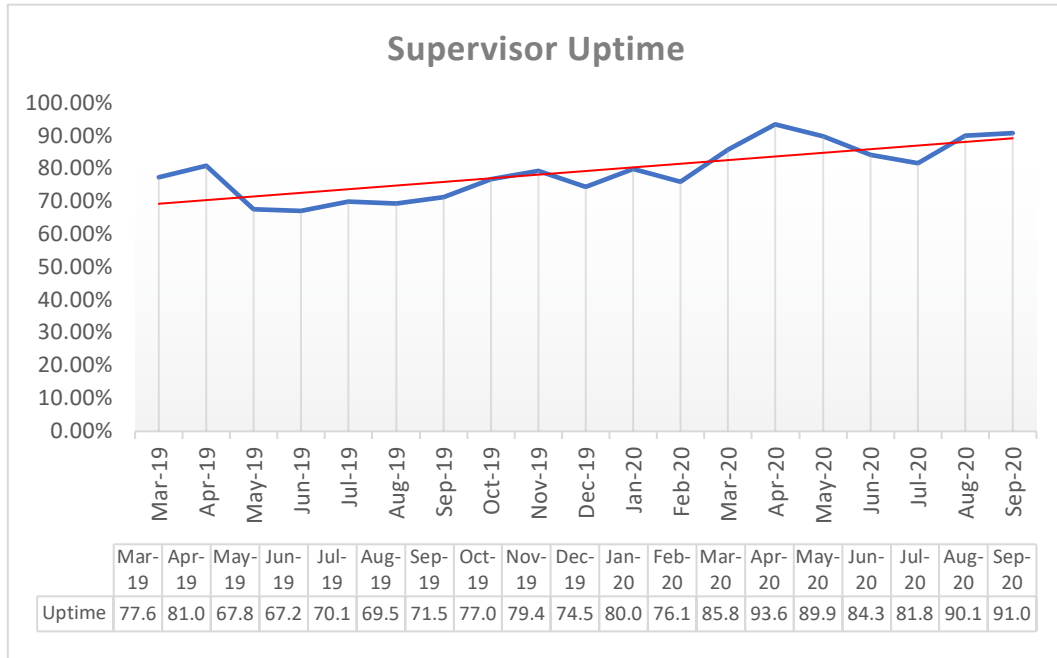
4.8.2 Current Roster and Application Update

There are currently 127 active supervisors (+5 over Q2 2020). There are no supervisors currently being trained or pending upgrade, and another 22 with fully completed

applications that are currently being reviewed for upgrade suitability. There are over 100 waiting for an invitation to submit an application.

4.8.3 Statistics

Supervisor Uptime – 3 out of 3 months were significantly higher than one year ago.



4.8.4 New Business and Ongoing Projects

4.8.4.1 *New Supervisor Applications System*

After Zach's departure, the status of this project is unknown. Status of this project requires followup with MDB. The temporary system in place now has taken the pressure off of getting this done ASAP, and additionally has given us some insight into how the new system should be set up. Expected completion: unknown

4.8.4.2 *Revised Supervisor Operations Manual*

Now that we have reshuffled the department, we can focus on these revisions. Expected completion: delayed to end of Q4

4.9 Conflict Resolution (NF)

4.9.1 Personnel

After assuming the role, I reviewed and assessed the personnel in the conflict resolution department. Inactive Divisional Conflict Resolution Managers (DCRM) were removed. Active DCRMs were contacted to ensure activity. Many Divisions do not have DCRMs. Some of these positions will be left intentionally vacant due to a lack of leadership. DCRMs will not be allowed to occupy additional staff positions, especially those that

pose a potential conflict of interest. The same restriction will also apply to the Regional Conflict Resolution Panel (RCRP) members.

4.9.2 Communication

Division Directors, via their Vice Presidents, were notified of the structure change and the implications on their division on 1 October 2020. There was a decent amount of confusion.

Concerning the communication between the Conflict Resolution Department, a new Discord server was started. Currently, 100% of the staff are represented on the server. Discord will be the primary method of information distribution. DCRMs and RCRP members have been able to meet and liaise. I have encouraged the staff to use each other as resources and share methods to build consistency and more confident staff. Consistency is especially important in low-volume areas.

4.9.3 Policy

On 2 October 2020, the Conflict Resolution Sentencing Guidelines were released to the DCRMs. I hope this document will bring some consistency to DCRM sentences. The guideline provides DCRMs with a range of sentencing for a particular offence. It also discusses aggravating and mitigating factors that must be weighed when going outside the guidelines. Feedback has been positive.

Shortly, the new Conflict Resolution Manual will be released as a guide for new DCRMs and also a how-to guide (with templates) for both the DCRMs and the RCRPs.

4.9.4 Conclusion

I am extremely happy with the progress we have made, thus far. We have 100% of our staff active on our Discord server, where we are engaging, daily. We have one major policy out with one more on the way. Two out of three RCRPs are staffed; The Asia Pacific Region will be up and running soon. My goal is to have senior, busier, DCRMs, assist and mentor inexperienced and new DCRMs. I also plan to transfer more cases to slower DCRMs, from division with no DCRM so that they can gain experience. I encourage anyone with issues or ideas to contact me.

4.10 Membership (DD)

4.10.1 News/New Business

First, the COVID-19 pandemic, and now the introduction of the new Microsoft Flight Simulator (MSFS), have had a truly remarkable impact on the network. We have continued to see over 200% of the "normal" amount of traffic on the network during the quarter. I truly hate the saying, but we may be shaping new expectations of these higher levels of traffic as our "new normal".

4.10.2 New Member Registrations

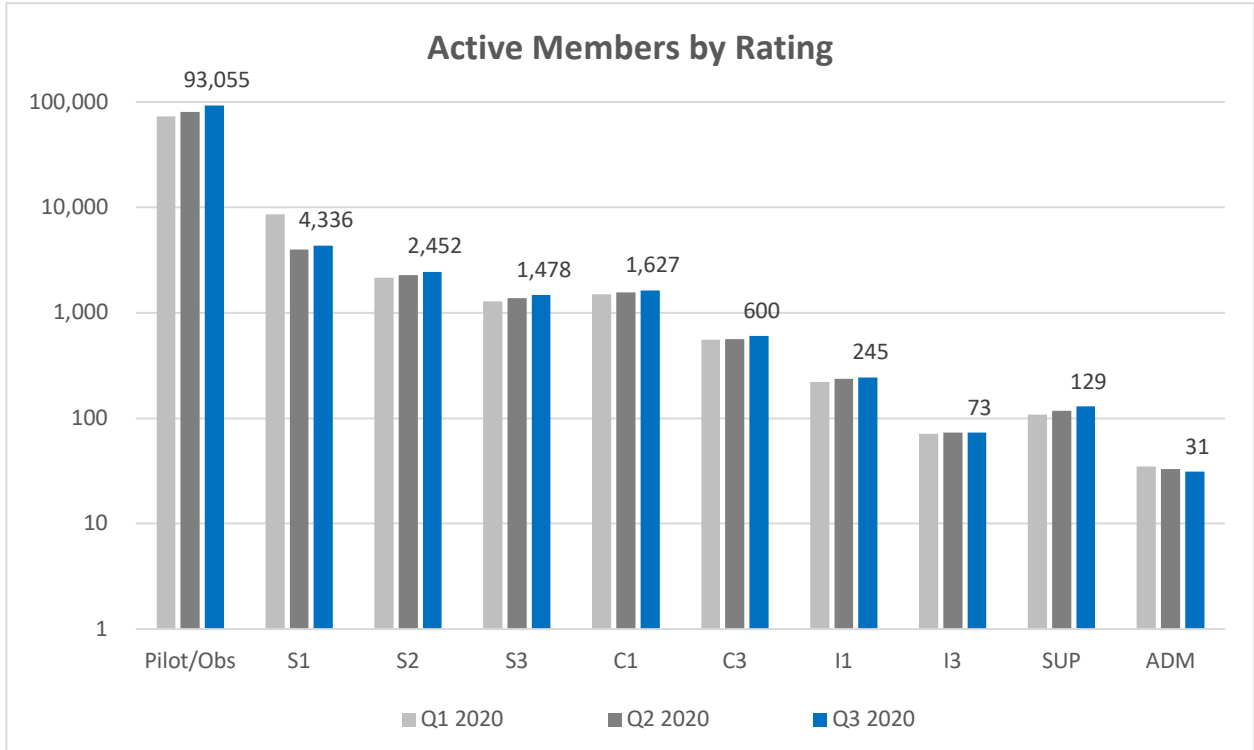
This past quarter, we saw 22,650 new member registrations, an average of 246 per day, which is an average of 2.3X the normal average number of registrations. While some of this can still be attributed to the effects of the pandemic, a large portion of the increase is likely attributed to the release of MSFS.



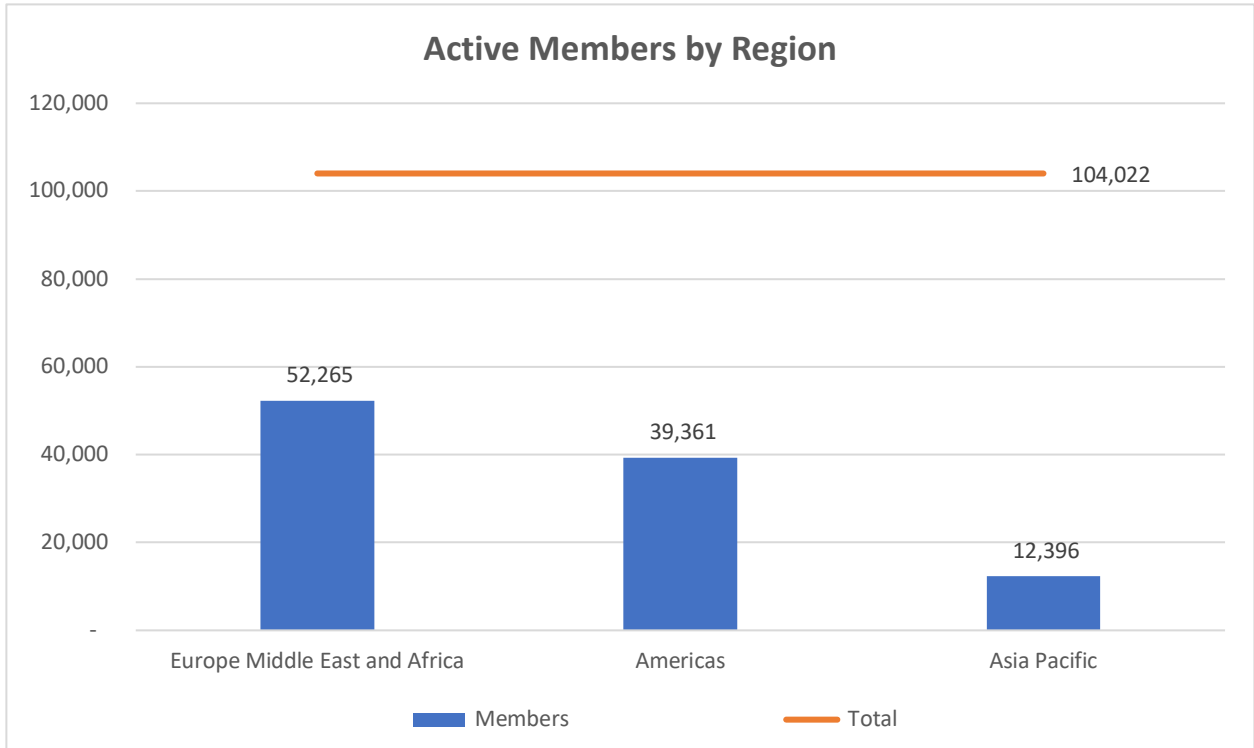
4.10.3 Active Membership Statistics

As of 16 October 2020, the membership database shows that VATSIM has 104,026 active membership accounts, which is a 15.0% increase from the previous quarter, a 19.3% increase over the last six months, and the first-ever time that VATSIM has achieved over 100,000 active members!

- 93,055 (89%) hold a Pilot/Observer rating
- 10,971 (11%) hold an ATC, Supervisor or Administrator rating



(Note: Y scale is logarithmic, not linear)

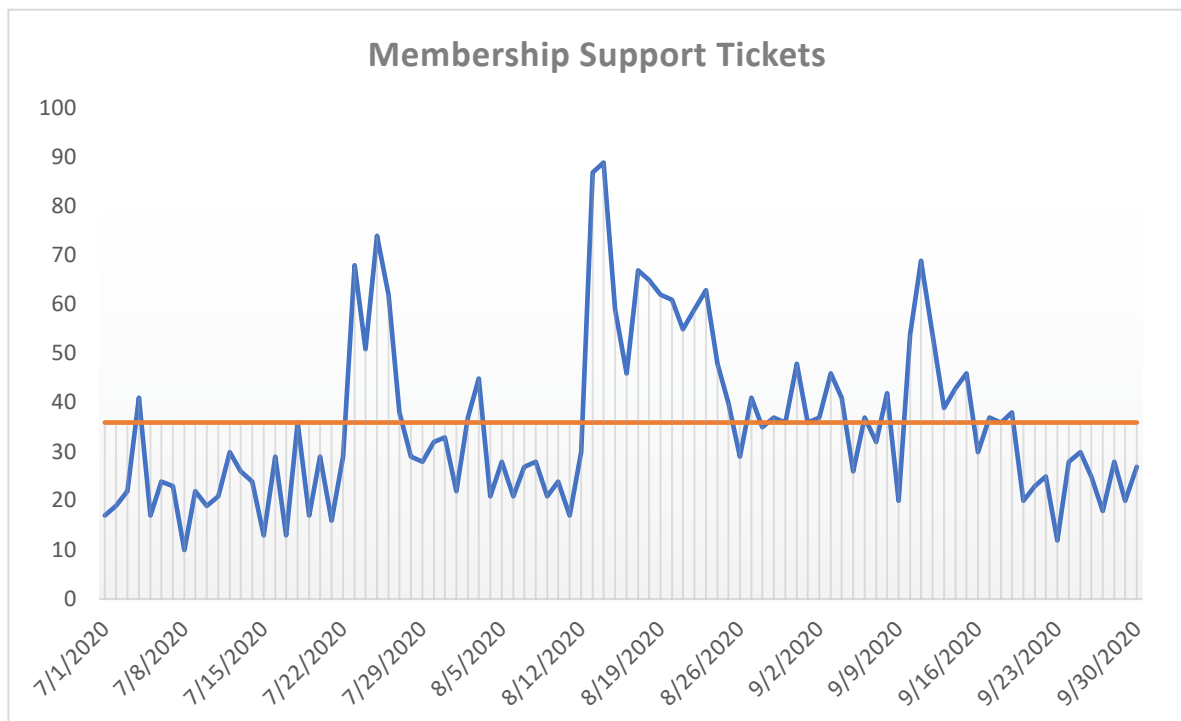


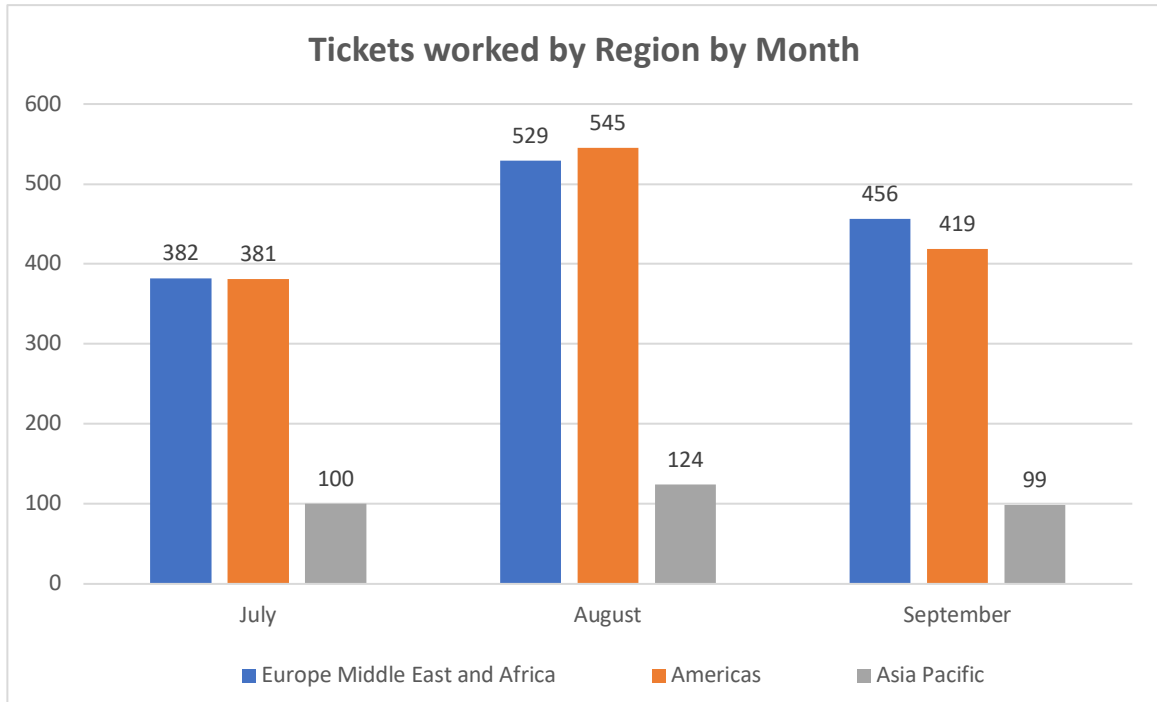
4.10.4 Tickets and Responsiveness

In 2020-Q3, the Membership team worked 3,279 member support request tickets, an average of 36 per day, which is 2.4 times the normal average number of support tickets. Looking at tickets by Region, tickets from the EMEA Region comprise 45% of the overall ticket count, tickets from the Americas Region comprise 44% of the overall ticket count, with the remainder of our tickets coming from the Asia Pacific Region and Supervisor referrals.

As with new member registrations, a large portion of the increase is likely attributed to the release of MSFS. Additionally, several tickets were related to growing pains associated with the new myVATSIM member management system, and unfamiliarity with the new New Member Orientation course and exam requirements. The good news is that the advent of myVATSIM solved a large number of historical causes for tickets under the legacy systems.

The average membership ticket is resolved within 14 hours of ticket submission, on par with the last several months.





4.10.5 GDPR

In Q1, Membership and Web Services collaborated on the fulfilment of 8 right of erasure requests, 11 right of access requests, and 0 right of rectification requests. It should be noted that GDPR requests require a significant amount of time to coordinate amongst a number of our volunteer staff between departments, placing additional burden, and reducing the time that can be spent assisting our general Membership and working on network improvements.

4.10.6 Membership Managers

Michael Mund-Hoym has taken an assignment as a Data Audit Manager within the Membership team. Michael's assignment should provide additional focus and "catch-up" with the data audit function, that had to take a step back while VATSIM was undergoing significant technical breakages and challenges with legacy tools.

4.10.7 Outlook

Next steps for Membership include continuing to work with Web Services efforts in continuing new systems development and migrating functionality from the legacy CERT and help desk systems to new systems that promise to continue to reduce errors that impact Membership, Supervisors, and our members.

4.11 Virtual Airlines and Special Operations (RC)

The VA Partner program has benefited from the rise in overall VATSIM membership with 157 VA Partners (VAP) as of this writing, a number well above recent historical totals. A mandated requirement for each VAP to host a minimum of one quarterly event to promote online activity will be in effect on the next round of audits, and it is anticipated that this should not be an issue for any of these VAPs as it seeks only to demonstrate their commitment to the network further and increase their exposure.

The Special Operations Administration is adjusting its staff structure to utilise more members in administrative functions such as policy creation, ATC coordination, events, etc. in an effort further involve the participation of more members in the formulation and operation of that discipline. These efforts have resulted in the construction of a Special Operations Policy Manual to specifically delineate the roles and requirements of the organisation separate from what is required of civilian VAs. Said manual is in draft and comment stages with completion and implementation anticipated for the 4th quarter of 2020.

4.12 Pilot Training (EH)

4.12.1 New Pilot Rating System (Including P0):

I'm happy to finally say we have finished the switch to the new pilot rating system after a couple of years of work. The community has been very receptive, and we have seen a desire from members to pursue these more realistic and challenging pilot ratings. We have five ATOs who have finished transitioning their training programs and a handful of others who are in the approval process to do so.

4.12.2 P0 New Member Orientation

The P0 process has been in place now since 18 August, though we missed a large initial influx of new members that joined the network when the VATSIM and MSFS2020 announcement dropped, we managed to catch a large portion of the wave of new people. I've spoken unidentified to many new CID pilots I've seen online and gotten their feedback and thoughts regarding the orientation process. The feedback has been very good, and a majority were glad they had some sort of initial teaching before being let loose on the network.

I am in the process of getting the New Member Orientation content translated to popular worldwide languages to help with our new nonnative English speaking members. As of now, we offer English, Spanish, and Portuguese. I'm attempting to cover other major languages such as Arabic, Chinese, French, Italian, and pretty much any other language that could benefit our new members. It's been a bit difficult to find trust members of the community to offer fluent levels of translation, but I've been slowly able to find people over time.

As of 13 October 2020, these are the stats for the entrance exam:

- Pass Rate on the first attempt: 68.38% Overall Pass Rate: 66.33%
- Total Attempts: 12880
- Average attempt time: 6 minutes 28 seconds

These numbers tell me the entrance exam is doing its job, but is not too difficult and is not severely restricting new members from completing the onboarding process. I do not have the numbers for how many people who have completed the process vs how many still need to do it. Last I saw a few weeks ago it was roughly 60% of new signups had completed the process.

4.12.3 The Pilot Learning Center (formerly Pilot Resource Center):

The PLC continues to be improved, I have created numerous topics covering aviation knowledge, skills, and other related articles about anything VATSIM, flying, and controlling. I'm beginning to work on an extensive Oceanic section that will be a go-to resource for oceanic flying for our members with just about anything they would need to know. I'm hoping to have that done a couple of weeks before CTP. As always, all PLC sections are formatted in an attractive format with a healthy mix of graphics, videos, and text. We have to keep it sexy!

Future topics to be covered include:

1. How to fly each type of instrument approach
2. How to read charts (Jepp, LIDO, and NACO)
3. Oceanic flying (Worldwide, not just the Atlantic)
4. Country and area-specific Pilot Briefing Packets
 - a. These will drill down into the nuances that pilots need to be aware of when flying in a specific country/area since it varies so much. The packets will be a great resource for pilots to become a little more comfortable when flying outside of their home area and hopefully have an impact on people branching out their flight selections.

4.13 Marketing and Communications (MB)

4.13.1 Completed Projects

4.13.1.1 *Microsoft Flight Simulator Partnership*

1. The M&C department has been working in partnership with Microsoft and Asobo Studios to cross-promote Microsoft Flight Simulator and VATSIM.
2. The cornerstone project of this partnership was a promotional video which was produced and published by VATSIM on our media platforms and cross-published by Microsoft on their media platforms.

- a. A short teaser video was published about two weeks before the primary video to announce VATSIM's compatibility with Microsoft Flight Simulator which was also cross-posted on Microsoft's media platforms.
 - b. The two videos combined for approximately 295,000 views
 - c. Special thanks to Jannes van Gestel, Mats Edvin Aaro, Brant Marshall, and Nate Power for their collaboration on this video. Extra thanks to Jannes for developing the final script, obtaining video assets, and producing the video, dedicating all of his free time during the production timeframe of this video to meet a very difficult deadline!
3. This partnership was key to achieving our 100,000 active member milestone, and we continue to be in talks with Microsoft on how to develop our partnership further.

4.13.1.2 Launch of Community Discord Server

1. After six months of development and testing, VATSIM officially launched a global community discord server on 18 August 2020. This initiative to improve the community aspect of our network allows new methods for the marketing team to communicate directly to our members. We can tell all users quickly about controller exams, network status updates, network broadcasts and more via discord. Events which are posted via the myVATSIM event stream also provide notifications via this discord approximately two hours before the event start as another reminder of upcoming events.
2. We have over 2,300 VATSIM members on this discord server and see new members every day. Special Thank You to Nestor Perez and Mark Doyle for programming the VATSIM Discord bot, infrastructure, and signup website as well as the members of VATSIM's supervisor corps who help moderate the server.

4.13.1.3 New Logo and Rebranding

1. Announced in our Microsoft Flight Simulator teaser video, VATSIM's new logo is now live and was rolled out with an entire restructuring of VATSIM's brand identity.
 - a. The new logo has been generally well-received by the community, and Marketing & Comms continues to publish content to promote our brand and message further.
 - b. A Branding Guide has been published which documents and regulates proper usage of VATSIM's logo.
 - c. Initially, these brand guides allowed for limited use of the monochromatic treatments of the new logo; however, overuse during the establishment of the full-colour logo resulted in restrictions placed upon the use of these treatments. Once the brand is fully established, Marketing and Comms will evaluate easing restrictions on the use of monochromatic versions of the logo.

4.13.1.4 Screenshot Competition

The weekly screenshot contest did not generate as much traction as we thought; thus, we have discontinued the competition to allocate the resources elsewhere.

4.13.1.5 *New Team Members*

Layth Al-Wakil and Craighton Miller have joined the M&C team as social media specialists assisting with content creation and maintenance of the VATSIM Events Twitter and Instagram accounts.

4.13.2 Ongoing Projects

4.13.2.1 *myVATSIM event integration*

1. We have started using myVATSIM to schedule events which simplifies this process significantly.
2. B. Local Event Coordinators should be given access to submit events by their facility chief. Further information will be provided to those who need it in the coming weeks.
3. C. The transition to myVATSIM events requires that VATSIM have a standard size now for event banners. myVATSIM will only accept banners in a 16:9 aspect ratio, which also conforms well for social media.

4.13.2.2 *NATTRAK instructional video*

Jannes Van Gestel is working with Alex Long and the Cross the pond team to produce an instructional video focusing on educating members participating in the upcoming Cross the Pond event on this web-based oceanic reporting tool.

4.13.3 Delayed Projects

4.13.3.1 *General Promotional Video*

This project for VATSIM was delayed due to reallocation of resources for the Microsoft Flight Simulator teaser and partnership videos. The team will be focusing on this project within the next two quarters.

4.13.4 Upcoming Projects

4.13.4.1 *VATSIM Educational Video Series*

We are working with the Pilot Training Department to create a series of educational videos to supplement the Pilot Learning Centre and showcase fundamental VATSIM principles as well as common errors and challenges.

5 Other Business and Closing

5.1 *Other Business*

GL asked the BoG if there was any other business to be discussed in public session. There was no other business.

5.2 Closing

GL thanked all attendees for their attendance and closed the meeting at 22:58z.