

**ARRL Executive Committee Meeting
October 22, 2020
2:00 PM ET via Zoom**

Agenda:

- 1. Welcome and consideration of the agenda for the meeting*
- 2. Approval of agenda*
- 3. January Board Meeting arrangements*
- 4. Chief Executive Officer/Secretary's Report*
- 5. FCC Counsel's Report*
- 6. Recognition of new Life Members*
- 7. Other Business*
- 8. Adjournment*

1. The Executive Committee of the ARRL Board of Directors was called to order at 2:04 PM Eastern Time via Zoom with President Rick Roderick in the Chair. Present were committee members Tom Abernethy, W3TOM; Kermit Carlson, W9XA; Bud Hippisley, W2RU; Fred Hopengarten, K1VR; Dale Williams, WA8EFK; Mike Raisbeck, K1TWF; and David Minster, NA2AA. Also present were ARRL FCC Counsel David Siddall, K3ZJ, and Carla Pereira, KC1HSX, serving as meeting recorder.

Present as observers were Director Mickey Baker, N4MB; Director Matt Holden, K0BBC; Director Ria Jairam, N2RJ; Director Dick Norton, N6AA; Director Mike Ritz, W7VO; Director Jeff Ryan, K0RM; Director John Robert Stratton, N5AUS; Director Jim Tiemstra, K6JAT; Vice Director Ed Hudgens, WB4RHQ; Vice Director Carl Luetzelschwab, K9LA; Vice Director Kristen McIntyre, K6WX; Vice Director Mark Tharp, KB7HDX; and International Affairs Vice President Rod Stafford, W6ROD.

2. On the motion of Mr. Abernethy, seconded by Mr. Carlson, the Agenda was ADOPTED.

3. January Board Meeting Arrangements

Mr. Roderick opened the discussion by noting that while an in-person meeting would be preferable, several Board members had already expressed their intention not to travel in January 2021. Mr. Roderick opened the floor to discussion, and several attendees expressed concern with traveling in January, noting there is no way to predict what pandemic restriction could look like in three months.

Mr. Williams moved, seconded by Mr. Hippisley, to hold the 2021 ARRL Annual Board Meeting virtually over two days.

The motion CARRIED.

4. Chief Executive Officer/Secretary's Report

Mr. Minster presented a summary report, noting that it covers the three weeks since his start as ARRL CEO. He discussed his assessment of HQ culture, noting that there will be an all-staff meeting next week. He also shared that HQ's signage had been painted and polished. He then discussed his intention to proceed with a 5-year strategy, noting that while there have been Covid-related delays, the strategy will proceed with a realistic timeline for plans.

Mr. Minster then discussed topics associated with the IT department including current staffing vacancies and possible staffing solutions, noting that for the time being, the department is reporting directly to him. He also discussed the current status and projected timeline for the Personify transition completion. Mr. Minster also discussed the DXCC system project, stating that it should have a broader scope and should be reviewed by a programmer with IT and amateur radio experience. He shared that the project should not progress until that review has been completed and the Administration & Finance Committee has an opportunity to reassess the project. Mr. Minster briefly discussed the organization website, noting that the priority for the time being is to make sure the information on site is as up-to-date and accurate as possible. He added that he believes the creation of an IT advisory council, utilizing the knowledge and skill set of Board members and others, would be beneficial in assessing the overall status and strategy of IT-related matters.

Mr. Minster next discussed his assessment of the eStore, including our core product sales, how inventory is managed, assortment planning (offering the right product for members so we are not producing superfluous products), marketing that drives members to the eStore, and management of the ARRL brand. This led into a discussion of an ARRL style guide, currently being worked on by the Marketing Communications Department. He expressed that in addition to consistent branding, the guide will also include style guides for differentiating HQ products from Field Organization products and Board communications.

Mr. Minster then moved on to a discussion of the Lifelong Learning Center, which includes the ARRL Learning Network and ARRL YouTube channel. He stated that there is exciting potential for these platforms to drive membership to the ARRL. He expressed that the focus should be on creating and curating content, identifying the target audiences, working on a strategy for building a framework, and putting together a plan that will drive potential members over the paywall. Streaming presentations and formal training programs will be an important part of the strategy and stated that he will be reaching out to other content providers for input and possible collaboration. He added that when the Lifelong Learning Center is ready, it should be launched with a big splash, showing potential membership the ARRL is providing current, consistent, and high-quality content.

The next topic of discussion was the Emergency Communications Department. For the time being the focus is on the plan for 2021, and any feedback or direction from the Board would be

welcome. Mr. Minster then discussed ARISS, and communication between the service and the League.

There was a brief discussion of the Civil Air Patrol (CAP) and reviewing our current Memorandum of Understanding with them. He added that there is dialogue between HQ and CAP on expanding collaboration.

Mr. Minster then discussed the ARRL Foundation, noting the creation of a Development Officer position would be beneficial for the Foundation and the League, ensuring that we are presenting a unified message, as well as meeting the interests of our donors. Mr. Minster then discussed the IARU, indicating it's importance, and stated that he will soon be meeting with IARU Secretary David Sumner.

Mr. Minster next discussed the vacant Club Coordinator position, noting that the job description will be rewritten to include collaboration with Section Managers, utilizing their connections to local clubs to help develop tools and content for their use, and increasing guidance and input from HQ.

Mr. Minster also discussed his assessment of the ARRL Warehouse, stating his intentions to utilize that space as efficiently as possible. This discussion also included how to best preserve the historical artifacts currently housed at HQ.

There was then discussion of the Legal Structure Review Committee, noting the need to follow up on previous changes to the Articles of Association. He added that he is in discussion with CT Counsel on the matter.

Mr. Minster then discussed a review of "website artifacts" such as older MOU's and our Alternative Dispute Resolution (ADR) services.

There was then a discussion of the 2021/2022 budget, including revenue generation in addition to cost-saving measures. He also shared his goal for new membership in the next year.

Mr. Roderick then opened the floor to questions. Responding to a question regarding ARRL branding for virtual meetings and presentations, Mr. Minster stated that is part of the style guide being developed, adding that upgraded studio equipment for presentations is also being discussed.

5. FCC Counsel Report

Mr. Siddall presented a summary of his report on regulatory matters from mid-July through mid-October. He began by discussing how pandemic restrictions and staff changes at the FCC have affected communications. There was a discussion of the 5G implementation timeline and its impact on existing 3.3 GHz operations. A discussion ensued concerning issues in the 3.3 GHz Further Notice that remain open for comment and grounds for petitioning the Commission to reconsider its recent decision to delete the entire 3.3-3.5 GHz amateur secondary allocation.

Mr. Williams moved, seconded by Mr. Carlson, to petition for reconsideration of the 3GHz allocation.

The motion CARRIED.

There was then a discussion regarding FCC Enforcement Bureau matters.

Mr. Siddall next discussed the FCC's 5.9 GHz proceeding. He noted that the Commission did not propose changing the current amateur secondary allocation in the spectrum under consideration for re-allocation and he expects no change when the Report and Order is considered in the near future. Mr. Siddall did note that the use of some of the shared spectrum likely will be changed to WiFi, and that this inevitably will affect amateur sharing.

There was discussion regarding the proposed \$50 amateur application fee. Mr. Siddall reported that the deadline for comment is November 16, and that while under the governing statute the FCC has no discretion whether to consider fees, it does have discretion to set the actual amount and to consider whether exceptions should be made. Mr. Siddall stated that input from the Board will be helpful. The committee then discussed feedback from members on the fees issue and on the opportunity to present a unified position on its opposition to the FCC's proposal. There also was discussion on problems reported by members in learning how to file comments in the FCC's electronic system.

Mr. Carlson moved, seconded by Mr. Hippisley, that ARRL FCC Counsel draft comments in opposition to the proposed \$50 fee.

The motion CARRIED.

Mr. Siddall next discussed information on the website regarding the League's regulatory efforts. One suggestion is to add a section to the website that would include updates and filings and decisions in a manner that would be easily accessible to members. The Executive Committee directed Mr. Siddall to work with Mr. Minster to implement these endeavors.

Mr. Siddall then responded to a question regarding an amateur satellite group making a presentation to the FCC. Mr. Siddall stated that with the approval of the committee, he would respond directly to the requestor about working together on a unified presentation.

Mr. Siddall also responded to questions from Mr. Hippisley concerning FCC issuance of Special Temporary Authority (STA) authorizations and waivers.

6. Mr. Abernethy moved, seconded by Mr. Williams, to approve New Life Members as noted.

The motion CARRIED with applause.

7. There being no further business, on the motion of Mr. Hippisley, seconded by Mr. Carlson, the meeting adjourned at 4:34 PM.

Respectfully submitted by,
Carla Pereira, KC1HSX