



**FAI Ballooning Commission/CIA
Public & Media Relations/PMR SC
13 March 2024 Plenary & SC Meeting
Lausanne, Switzerland
Minutes**

Minutes of 2024 PMR Meeting

1. Meeting Attendance:

CIA PMR SC members:

Chair:Debbie Spaeth (USA)
Jonathan Perron-Clow (CAN)
Jan Suchy (CZE)
Benoit Pelard (France)
David Strasmann (CHE)
Hiromi Furukawa (JPN)
Katsura Endo (JPN)
Erwin Pellegrom (NED)
Branko Ambrožič (SLO)
Lindsay Muir (UK) – Chair EDS

Attendees:

Zoltan Palhegyi, Member Organizing Team, 2024 World HABC, Hungary
Tamas Bacd, Szeged Airport, Hungry

Apologies for Absence:

Ruth Wilson (AUS)
Maria Kalousdian (BRA)
David Strasmann (GER)
Kim Magee (USA)

2. Balloon Youth Camps (BYC) & CIA Sponsorship – 2023 & 2024.

NOTE: CIA Plenary approved an annual BYC Sponsorship budget of CHF4000.

The maximum scholarship per country in any one year is CHF1000.

a) Review of 2023 Balloon Youth Camps (BYC).

- CIA Supported Camps in Czech Republic, Germany, & USA. Camp in France was not held.
- CIA Sponsorship of CHF1000 per country was invoiced and processed by FAI/CIA.
 - Reports on the camps can be found on the CIA Web page.
 - Czech Camp: <https://fai.org/news/ballooning-international-youth-camp-2023-czech?type=node&id=24299>
 - German Camp: <https://fai.org/news/2023-french-german-balloon-youth-camp?type=node&id=24299>

- USA Camps: <https://fai.org/news/2023-bfa-balloon-camps-how-inspire-youth-take-flight?type=node&id=24299> Plus 30 campers have become pilots.
- **Delegates will be offered 2 minutes to speak at Plenary with highlights of their 2023 BYC.**

b) 2024 Balloon Youth Camp Applications for CIA Sponsorship support.

- Four Applications were received by 15th December 2023 Deadline. Attachments #1 thru #4.
 - **France:** Delegate: Benoit Pelard. Ages 12-26. In Cite des Paysages, France from 27th July to 4th August.
 - **Germany** Delegate: Sylvia Meinl. Ages 8-12 In Reimlingen, Bavaria Germany from 30 Oct to 3 Nov.
 - **Poland** Delegate: Arkadiusz Iwanski. Ages: 16-22. In Poland from 22-27 September.
 - **USA** Delegate: Andy Baird. Ages 13-17. Total of 3 camps, in June, July & August.
- c) Encourage more countries to get involved in BYC. For new ideas see USA Camp story about day camps and camps held in conjunction with an existing balloon event.

Motion to Plenary for CIA to award support of 1000CHF each to 2024 Balloon Youth Camps in France, Germany, Poland & USA.

3. FAI Ballooning Social Media Logo

- a) Conclusion of July 2023 HATV logo contest. See attachment #5.
- b) PMR Chair personally paid total \$100 for winners. Contest details are complete.
- c) No further action on a separate logo for social media. Use the FAI Ballooning logo to show the brand.
- d) PMR Chair will advise 2023 logo participants that the project is finished with no plans for any further contests.

4. Legends of Ballooning Project - Description

Legends of Ballooning – Create prominent web page collection

- World Champions – Gas, Hot Air, Women's, Juniors
- Award including Montgolfier Diplomas
- Record Holders
- FAI Ballooning Hall of Fame

Information Sources

- CIA Documents page
- Champions Page from Erwin Pellegrom
- World Ranking List (WRL) on WatchMeFly.net

2024 Plans:

- Folders created inside PMR Cloud Storage
- Continue collecting information on Legends
- Begin work to decide WHERE to put the LEGENDS & WHAT it will look like.

5. FAI Cloud storage for PMR SC.

- Folders have been set up in cloud for SC documents.
- Folders have been set up for Legends of Ballooning collection of information.

6. **Review of 2023 Social Media coverage at Junior WHABC in Poland(Appendix #7)**
Live reports by Dominic Bareford & Thomas Hook. Hiromi Furukawa (Web stories)
- CIA Paid for travel expenses. (£2550 = Approx CHF2822)
 - \$2000 was raised for this project with donations from Cameron Balloons & UltraMagic Balloons.
 - Summary Report from After-Event Meeting with Dom & Thomas.
 - Link to FAI YouTube videos on attached summary.
7. **Review of 2023 Social Media Coverage at Women's WHABC in Australia (Appendix 7)**
- Andrew Robertson (Live Streaming) Hiromi Furukawa (Facebook & Web), Jan Suchy (Facebook) and Deb Spaeth (Web stories).
- All volunteer time.
 - Links to CIA media on attached summary.

NOTE: Since March 2023, CIA Social media FOLLOWERS have grown from less than 200 to more than 1100.

8. **PR/PMR Plans for 2024 WHABC in Szeged, Hungary. 08-14 Sept 2024**

PMR SC has been working with Hungarian Organizing Team and their PR Firm.

- Kim Magee (USA) will be the English speaking on-site balloonist expert.
- Kim will receive accommodation, food plan same as officials & event pass.
- Hungarian PR Team has sent details of two professional filming packages.
Option #1 Euros 2200/ Option #2 Euros 3000

PMR needs funding of \$1500 Airfare for Kim plus the cost of filming package.

9. **PMR Funding for 2024:** (Appendix 8-2023 Inc/Exp & Appendix 9- 2024 Draft budget)

Funding needed for CIA PMR plans for 2024 World HABC in Hungary CHF4500

Motion to Plenary for 2024 Funds for Social Media in the amount of CHF4500.

10. **Web Stories planned for 2024:**

- Kim – When applicable, Follow-up on David Hempleman- Bert Padelst story. (Advise on FAI flag to be flown in event)
- Erwin – Standby for cross channel flight from UK to European continent. Will monitor and find a writer for the story.
- Jonathan – IF Canadian Championship happens will write story.
- Jonathan will be at the Worlds in Hungary and will write on being the Canadian Windsong person with fun photos.
- Benoit will get story about 2024 French National HABC
- Lindsey Story on Britanna Awards (May awards Ceremony)
- Think about who never gets attention but SHOULD.
- Suz Bryant received Paul Tissandier Award recently - Lindsey Story about Hans Akerstedt and history with CIA

NOTE: All CIA participants are encouraged to share a story.

- Best received stories are those about People. Most read and shared.

- Ask all at Plenary to think about someone who does a lot of ballooning work, but not recognized & write their story for CIA web page.

11. Proposed 2024 PMR Members–

Marina Kalousdian (BRA)
Jonathan Perron-Clow (CAN)
Jan Suchy (CZE)
Benoit Pelard (France)
David Strasmann (CHE)
Hiromi Furukawa (JPN)
Katsura Endo (JPN) Yes
Erwin Pellegroni (NED)
Branko Ambrožič (SLO)
Kim Magee (USA)

Permanent Members:

CIA Secretary - Sanne Haarhuis (NED)
Chair EDS - Lindsay Muir (UK)

Motion to Plenary to approve 2024 PMR Members.

b. Note of Appreciation:

Ruth Wilson (AUS) has retired from PMR. PMR Thanks her for the time, energy and great articles submitted for CIA over the years.

12.Nominations for PMR Chair : Debbie Spaeth (USA)

Motion to Approve 2024 PMR Chair.

13.Adjourned @15:45

Attachments included:

- 1) France 2024 BYC Application
- 2) Germany 2024 BYC Application Plus App#2A Add-on info
- 3) Poland 2024 BYC Application
- 4) USA 2024 BYC Application
- 5) Letter to 2023 Logo contest participants
- 6) *FAI/CIA Cloud Guideline Ver Dec 2023*
- 7) From CIA Autumn News: CIA PR Success @ 2023 Juniors & Women's WHABC
- 8) 2023 Income & Expenditures for CIA PMR
- 9) 2024 Draft Budget for CIA PMR

END