

Table 1

Questions	Response 1	Response 2	Response 3	Response 4	Response 5	Response 6	Response 7	Response 8	Response 9	Response 10	Response 11	Response 12	Response 13	Response 14	Response 15	Response 16	Response 17
Overall, how would you rate the GAA?	Good	Very Good	Good	Fair	Fair	Very Good	Good	Good	Very Good	Excellent	Good	Excellent	Good	Good	Very good	Very good	Very good
How organized is the GAA as relates to communications, events, member concerns, and follow-up?	Somewhat Organized	Very Organized	Somewhat Organized	Somewhat Organized	Somewhat Organized	Very Organized	Very organized	Very organized	Very organized	Somewhat organized	Somewhat organized	Somewhat organized	Somewhat organized	Somewhat organized	Very organized	Very organized	Very organized
What do you like most about the GAA?	The people and experiences they have shared.	Low-key, grass-roots approach and atmosphere	The helping and giving mentality of everyone in the group	I am glad it is working toward improvements, and more meaningful events are being added. It had a fairly stagnant time period for a long time.	the socializing	Sponsoring of the safety seminars every year in keeping us abreast of the latest goings-on to do with dealing with the FAA and safety in general	Safety seminar	Meeting other balloonists and learning from their experiences.	Skipped	Social and informative meetings	Safety seminar	The great people	Hosting a safety seminar, and trying to host group events.	Safety seminar	I'm new but looking forward to getting to know everyone	They communicate well	Skipped
What do you like least about the GAA?	Too little going on. Needs to be more active in the community promoting the sport and educating non-balloonists.	n/a	all size and advanced age. We need some younger blood	As mentioned above, it wasn't every meaningful for a long time. Meetings were held to discuss prior meetings and plan the next meetings. The group was pretty fragmented on top of it. St. Louis has many pilots, but most of them were not involved in the GAA over the last couple decades. It appears as though, with social media and internet communication being what it is now, the group is heading in a better direction with more purpose and events that should interest pilots and families. There are groups in the US that have a pretty good following and tight-knit club. Seems like Kentucky has one that functions well.	very few attendees anymore and no variety in what we do. Its usually the same thing over and over.	That's so many local balloonists don't participate in the club maybe if we had a better centrally located meeting spot we would get more participation maybe not	newsletter fell apart	That is hard to say, as my experience with the GAA so far is limited.	Skipped	?	skipped	Don't post enough	Lack of support from the whole group.	Could have more club meetings and social events throughout the year.	Don't know anything yet	Too far away from my location	Skipped
With regards to the frequency of GAA events, which would you prefer?	More Frequent	More frequent	More frequent	More frequent	More frequent	More frequent	Less frequent	More frequent	More frequent	More frequent	More frequent	More frequent	More frequent	More frequent	More frequent	More frequent	Skipped
What type of GAA events would you like to see in the coming year?	Community outreach, task/ purpose flights, possibly some charity event	More flying	More flying and ground school workshops	Continuing education throughout the year. Not just a once-per-year safety seminar. Club flights with purpose would be nice too (ex: long-jump practice, fly to a target, higher-altitude achievements). Sure, it's nice to just gather and fly, but the reality is, many in the area just don't bother with these "club flights". If we had a specific purpose for a particular flight, that might draw more pilots in.	Safety related and training related events. Maybe a CPR class?	Just get together and fly in different areas so maybe it would include more the local pilots	N/A to the question above regarding the frequency of events. Live too far away to participate	I have not yet seen very many of the kinds of events the GAA is involved in.	Not sure. I live pretty far away	Review current Tech in basket, etc	Flying	Balloon flights get together	More education	Events to educate the public/schools to encourage new people to get involved in ballooning. Finding ways to get new pilots involved in the sport.	Not sure yet	Club flights	Skipped
Which method of communication do you prefer to receive newsletters, notifications, and reminders?	Social media (Facebook, Twitter, Meetup, etc...)	Email	Social media (Facebook, Twitter, Meetup, etc...)	Email	Email	Email	Email	Email	Email	Social media (Facebook, Twitter, Meetup, etc...)	Email	Social media (Facebook, Twitter, Meetup, etc...)	Email	Email	Email	Text	Email
Do you like the current format of the GAA newsletter (The LOG), or would you prefer a new format?	Interested in a new format	Like the current format	Interested in a new format	Interested in a new format	Interested in a new format	Like the current format	Like the current format	Like the current format	Like the current format	Like the current format	Like the current format	Interested in a new format	Like the current format	Like the current format	Like the current format	Like the current format	Like the current format
What type of information would you like to be communicated in the newsletter (The LOG)?	The LOG seems to be somewhat infrequent. I think there was something like a 6 month period between the most recent log and the previous one. Needs to contain more info about local and regional flying events. Flights/ events are occurring all the time. Maybe use social media to be aware of events and reach out to someone in that area for a short recaps and some photos. Do like educational info and the "Crew Corner".	Skipped	Techniques	The current information is decent	Something that is educational and more training related and even locally focused	Safety issue flying tips upcoming balloon races in something like a 300 mile radius	information regarding events GAA members have been to	Members reports of events that they have participated in or that are upcoming. Safety information, information about regulation concerning ballooning, sharing of stories.	Skipped	local flights, events, pictures from flights, local crew pics, etc	Skipped	Dates of events	Skipped	I think it's pretty decent. Always good to have safety related content.	Not sure yet. Only seen one.	Good info now	Skipped
What ideas do you have to promote the sport of ballooning in your community, and generate interest from people not previously exposed to ballooning?	Get involved in the community, do a tether and call the media, school events, socialize and follow up.	Engage with youth organizations and non-profits	Herein is the problem. Maybe we need some millennial marketing experts	Whether or not we can generate more interest in the community is debatable. If people have an interest, we need to be easily accessible for them to get involved with crewing for someone. They should be able to hop online and easily find our club page and information on getting involved. Also, we need to make sure and maintain a good standing with the community so we don't become extinct, landowner relationships with the different school districts and parks departments, etc.	Get people together to fly more. Move events around so they reach more people in different areas.	Having more club events in the entire area which would promote ballooning to a bigger audience	Skipped	My community has limited exposure to ballooning. I see it as our responsibility to put as positive a face on the sport as is possible, and do all that is possible to promote good landowner relations.	More communication is always best	not sure, hopefully somebody does have some ideas.	Invite TV stations to do a piece on ballooning in STL. History, FP race, ride business.	Staic displays teathers	Maybe be in local parades	Education events at schools, city/ community events, educating first responders, etc.	Not sure what they've seen around here.	Would love to put together a balloon festival in my area	Skipped