

Minutes
AELE Executive Board Meeting
June 16, 2020

The Executive Board Meeting of the Americans for Effective Law Enforcement, Inc. (hereinafter “Board”) was held on Tuesday, June 16, 2020, at 5:00 pm EST telephonically.

The following Directors were present and participated in the meeting: President Chet Epperson, Vice President/Secretary Al Youngs, Treasurer Charles Reynolds, Executive Director John Peters, and Directors Emory Plitt and Charles Gruber.

The Executive Board had met on April 14, 2020, and several issues were discussed along with upcoming training.

The Board feels that our Executive Director John Peters has done an excellent job working diligently during these pandemic/social unrest times to bring about the best for AELE.

The Board along with President Epperson discussed the following topics during their meeting:

- John Peters has developed a series of webinars. The webinars that are available on the AELE website were excellent and successful. Participants included many law enforcement agencies, police academy staff, and private security personnel.
- Due to the cancellation of our May Force Workshop, the Executive Board by a majority of votes decided the following:
 - Registration fees for future Workshops will be priced at \$995.00 per person.
 - Attached to these meeting minutes is the AELE Subscriptions: Tier Value-Based Pricing Proposal and AELE Expert Witness Listing Fee. Both of these recommendations were unanimously approved by the Board Members in attendance.
 - The Executive Director is finding ways to minimize the number of speakers in a cost-effective manner and utilize multi-disciplinary speakers if necessary
- The Executive Board is planning on conducting our Discipline and Internal Investigations Workshops on September 28 through October 1, 2020. Depending on the continuance of Covid-19, we are discussing content, materials, speakers, and the possibility of a webinar format instead of our normal in-person seminar in Las Vegas. The Board is excited about the progress taking place with this upcoming workshop.
- The AELE website re-design was completed but the virtual online education center is still in progress. We should have a progress report soon on this initiative.

Also, these are difficult decisions and President Epperson wants to recognize our Executive Board in these important decisions made on June 16, 2020.

There being no further business the meeting was adjourned at 5:45 pm EST.

Respectfully submitted,

Chet Epperson
President

Chet Epperson

Al Youngs
Vice President/Secretary

Al Youngs

1. AELE SUBSCRIPTIONS: TIER VALUE-BASED PRICING PROPOSAL

| TIER | MSRP | SUBSCRIPTION RATE & BENEFITS | PROJECTED SAVINGS |
|----------|--|---|---|
| BRONZE | Webinar: \$89 ea. Seminar: \$995 ea. Programs: TBD | None; pay MSRP for only those purchased AELE webinars, seminars, and programs. Webinar includes certificate after passing test. | None. Annual cost to take all webinars: \$1068. |
| SILVER | Webinar: \$89 ea. Seminar: \$995 ea. Programs: TBD | \$200 per year for 12 webinars that includes completion certificates for those passing tests. No discounts for AELE seminars or programs. | \$868 savings. |
| GOLD | Webinar: \$89 ea. Seminar: \$995 ea. Programs: TBD | \$350 per year; Includes 12 webinars and completion certificates for those in attendance and pass test; 5% tuition discount for AELE seminars and other programs | \$718 in webinar savings + \$49.75 per seminar attendee at current pricing. |
| PLATINUM | Webinar: \$89 ea. Seminar: \$995 ea. Programs: TBD | \$595 per year; Includes 12 webinars that completion certificates for those in attendance, and who pass test; 10% tuition discount for AELE seminars and programs. | \$473 savings + \$99.5 per seminar attendee at current pricing. |

Webinars, seminars, and select programs have a 30-day viewing availability on the AELE website.

Benefit of Subscription Tier Approach

Current and future customers purchase an AELE tier pricing plan to gain access to AELE products (e.g., seminars, programs, webinars) that results in a good value and saves money. AELE benefits from immediate positive cash infusion and projection of webinar/seminar/program attendance.



2. AELE EXPERT WITNESS LISTING FEE

Like a subscription, current and future individuals who want listed in the AELE Expert Witness Directory will pay an annual "listing fee." Recommendation: Listing fee begins **July 1, 2020** and expires on December 31, 2021. This time frame adds value and gives listees time to discover the value of being on the AELE Expert Witness Directory. Updates for revised CVs, website link, etc. are at no additional cost during the listing period.

Recommended annual fee for 2020-2021: \$275 (slightly less than most hourly expert rates). Listing fee applies to AELE faculty, staff, and Board members. No exceptions.

Listing fees after 2020 are for a 12-month period and may increase.