

**MINUTES OF THE FEBRUARY MEETING OF THE 2018 SKÅL INTERNATIONAL USA
EXECUTIVE COMMITTEE**

Upon notice duly given, the meeting of the Executive Committee of SKÅL International USA, a professional organization of tourism leaders around the world, was held via conference call, on Monday, February 5, 2018 at 4 PM ET.

The following Committee Members were present at this meeting:

Burcin Turkkan – President	Holly Powers – International Skål Councillor
Lisa Conway – VP of Administration	Alton Hagen – VP of Finance
Jim Dwyer – Director of Membership	Richard Scinta – Director of Membership
	Steve Richer – Director of PR & Communications
Art Allis – Senior Auditor	JoAnne Ford - Junior Auditor

Staff present: Seth Coppe
Zoe Deloglos

Call to Order

President Burcin Turkkan called the meeting to order at 4:03pm ET. VP of Administration Lisa Conway held roll call. All members of the EC are in attendance except for the VP of Membership Dave Ryan.

Approval of “Consent Agenda” of Executive Committee January 2018 Reports

President Burcin Turkkan called for a motion to approve the consent agenda.

Jim Dwyer made the motion to approve the consent agenda and Steve Richer seconded. Ayes were unanimous.

Review of Upcoming Webinar Meetings with Presidents/Skål USA Reps

President Burcin Turkkan discussed that the online calendar of all 2018 webinars for club presidents and Skål USA reps was sent to all members of the EC at the beginning of the year. Each webinar is scheduled for 30-45 minutes. Turkkan suggested that each Executive Committee member hold the webinar, allowing the EC to communicate directly with the clubs and present. A proposed list of suggested proposal dates will be emailed by Turkkan.

Destination Capitol Hill

A letter prepared by Director of Communication and PR Steve Richer, outlining the Destination Capitol Hill, was emailed out to the entire membership. Thus far, there has been a positive response from members and additional members are interested in joining the delegation. Media and other appointments for President Burcin Turkkan and ISC Holly Powers are being scheduled. Turkkan will be the guest speaker at the SI Washington, DC club meeting, to be held the evening of March 21.

Turkkan, Powers and Richer will be holding a separate meeting to discuss event talking points and plans to share with those attending in the delegation. Briefings from U.S. Travel will also be available.

NASC Update

A letter outlining the upcoming NASC will be sent out to entire membership. The letter will provide an update on NASC and invite the entire membership to join the meeting. In addition, a voice blast to the entire membership is in the works, with a message briefly informing the membership that NASC is open to general membership and all members are encouraged to attend. The voice blast will also inform membership of the new Skål USA job portal as well as the promotions portion of the website.

EC is awaiting submission of several more club data forms, but in the meantime the letter will go to the Vice Presidents of those clubs who have not yet submitted.

Jim Dwyer provided an update on the short NASC video, which is still in the works and will be in English, French and Spanish.

There continues to be issue with NASC registration. Any future issues should be forwarded to Jane Garcia of Skål Mexico, copying President Burcin Turkkan and ISC Holly Powers so Skål USA is in the loop. Power discussed that she continues to reach out to Garcia on a regular basis. Powers stressed that was important to communicate to clubs that they make their reservations this month and pay the \$200 deposit as the room block will be returned February 28. It is also to address the confusing \$89 dinner option as many members believe this is the gala. The meeting itself is at an all-inclusive hotel, so there is no need to members to spend unnecessary money for dinner off-site.

SI EC's reply to Skål USA on Digital Project/Transportation

President Burcin Turkkan sent a letter addressing concerns about the digital transformation project by Skål International. This project was raised at the last AGM, to which Skål USA received a broad reply with no specific questions answered. There is no response as of this meeting.

During the last AGM, it was highlighted that Skål International would not move forward to this project unless funding was secured. The Skål International CEO stated that SI does not yet have the funding, and would make a call for bids. However, there is already an outside contractor hired. EC suggested sending a reply pointing out specific questions, stating that the project did not go out for a bid as was previously confirmed. Skål USA has a right to ask questions and to know what the 300,000 Euro project contains.

After the response, EC plans to leave it to ISC Holly Powers for questions at the upcoming ISC meeting in Berlin. Powers needs support from all of ISC when she speaks of the issue on the floor. President Burcin Turkkan called for the EC to submit their feedback.

EC reviewed the minutes from the last AGM and this section is not included. Andres Hayes of SI Washington, DC spoke with Skål International representative since this section is not included and he was part of the lost conversation.

The next steps will be to write another letter with additional questions, which will be shared by ISC Holly Powers.

Financial Update – Along Hagen

VP of Finance Alton Hagen discussed that each member of the EC received the end of year financial report with consent agenda report. Club dues have been sent to all clubs based on statements from Skål International.

Tom White was able to confirm that the EC can make and sign off on agreements like the Skål USA and ABA agreement, but this must be approved at the next AGM. There are plans to present this agreement at AGM in Mexico for membership approval.

U.S. Dollar vs. Euro Exchange Rate – As the dollar is softening and economic indicators point to the dollar continuing to soften versus other currencies. Hagen proposed to purchase \$100,000 currency, with a deposit of \$10,000.

Hagen made the motion to lock in the U.S. Dollar – Euro exchange rate by end of March 2018, for full payment by March 2019. Holly seconded and the ayes were unanimous.

Keynote Speaker for 2019 NASC in Honolulu – Hagen heard Michael Dominguez, Chief Sales Officer of MGM International, speak at an event in Kansas City. Dominguez looks at economic data for future trends, and states that the future of hospitality is strong. Hagen discussed that Dominguez would be an outstanding keynote speaker, especially on change in North America. He carries no speaking fees, only travel expenses and a small donation to the Multiple Sclerosis Foundation. EC will reach out to the NASC committee about this potential speaker.

Report on Skål clubs with Accounts Receivable older than 90 days – Hagen has not yet reached out to these clubs on an individual basis. He will have a report at the March EC meeting.

Proposal to cap the Skål club of the year award at \$1K credit – Hagen discussed that the prize for the Skål Club of the Year in the past has been either a \$1,000 check or complimentary registration for a NASC representative. This year, Hagen is proposing that, moving forward, the prize would be a \$1,000 credit to the winning club. There was a question of whether this change will require a change to the Skål USA By-Laws, but Auditor Art Allis stated there was no mention of the Skål Club of the Year in the By-Laws.

Alton Hagen made a motion that moving forward, future Skål Club of the Year Recipients will receive a \$1,000 credit as opposed to a \$1,000 check or compliment registration for NASC representative. Holly seconded and the ayes were unanimous.

Hagen, Auditors Art Allis and JoAnne Ford and Skål USA Administrator, Eric Braendel, will meet on February 23 for the annual audit.

VP Administration

Status of club data forms – Skål USA is still waiting for 13 more clubs to respond. Some clubs, like Puerto Rico, will be using the same information as last year. ABA has and will continue to provide to Conway last year's data for the clubs wishing to maintain their information. Various EC members will be reaching out to the clubs that have yet to submit forms.

Status of WEC minutes – The WEC minutes were delayed due to ABA's Annual Meeting and Marketplace. The minutes will be ready for distributions and edits later this week.

Industry Relations Committee Update – The focus for this committee is member recruitment. One person from the New York Club expressed they would like to join. Steve Richer will be forwarding several interested individuals to the committee. President Burcin Turkkan called for additional names to be forward director to Conway and ISC Holly Powers.

Club of the Year Award Update - Powers and Conway provided an update on the club of the year award. There were several typos in the MOI that were causing several areas of confusion for the timetable and guidelines for the award. Auditor JoAnne Ford is working on clarifying language, so the guidelines will be easily understood. The award cannot be considered until all club dues are received.

Newsletter update - Conway drafted a letter to Skål membership calling for pictures and other items of interest for the March Skål USA Newsletter. The submission deadline is February 23, with a final deadline shortly thereafter. Conway requested that all letters from EC will need to be received ahead of this deadline. All members of the EC can send out member communication through the newsletter if they so choose.

International Skål Councilor Holly Powers

ISC Holly Powers received a letter from Raphael Milan of Skål International stating that going forward, clubs can make donations to either the FVF or the membership development funds. This proposal was discussed at the recent ISC meeting, but many questions remain from club. While there is a need for membership development, there is no set criteria yet available for the clubs. Powers plans to address this at the next ISC meeting, as well as discussing the idea of clubs first apply to their country's club before they apply to Skål International, since the country's club is aware of the applying club's background and need for funds.

Once all clubs have submitted their data forms, Powers will send a letter to club presidents and representatives discussing that they now have the option to donate to either. Powers also called for any other criteria suggestions from EC to bring forward to the ISC meeting.

Skål USA Shirts – Skål USA is in the process of switching shirt vendors, to allow for a fresher and more uniform and representative look. There will be a one-time charge for the logo, \$85 for embroidery set up fee for the Skål USA logo on one sleeve. Shirts will cost around \$39.99, which is less than Lands End. The link to purchase shirts will be available on the online Skål store. The goal is to have the new shirts ready for either NASC or World Congress. A note will be sent out to entire membership right after the NASC registration email.

Bill Sweet award – Powers stated that she would like to nominate Ian Sauer of SI Raleigh-Durham to the recipient of the Bill Sweet Award. The nominee is a person who helps clubs and is a cheerleader for clubs.

Holly Powers made the motion to nominate Ian Sauer of SI Raleigh-Durham for the Bill Sweet Award, presented at NASC/AGM 2018. Richard Scinta seconded, and the ayes were unanimous.

VP Administration Lisa Conway will coordinate with Seth at ABA for plaques.

VP Membership - Dave Ryan

President Burcin Turkkan provided Dave Ryan's update in his absence.

The membership referral award update has been tabled until the March EC call.

Fresno/ Phoenix and Savannah club launch dates will be held March 7 and March 8, respectively.

Director of Membership - Jim Dwyer

Director of Membership Jim Dwyer reached out to former Skål USA President Jeff Penner to discuss the Oklahoma City club. Dwyer discussed that this is a good opportunity to connect with Penner and will provide additional assistance to reopen the club that closed several years ago.

Dwyer discussed that the social media committee held a call last week, which was productive and some new ideas.

Director of Membership - Richard Scinta

Director of Membership Richard Scinta joined the first club of the SW Florida club, held last week. Scinta highlighted the level of enthusiasm associated with the club, which will allow it to grow and expand.

Scinta is working on scheduling a time to meet with the Young Skål committee within the next few weeks.

Director of PR & Communication & Website - Steve Richer

Director of PR and Communications discussed his conversations with Skål members in India and ways to connect. Richer also followed up on the decision to provide Chris Thompson of Brand USA with the tourism leadership award, along with selecting the name of the award.

Steve Richer made the motion to create the Skål USA National Tourism Leadership Award and present the inaugural award to Chris Thompson of Brand USA at the NACSC/AGM. Jim Dwyer seconded and the ayes were unanimous.

An invitation will be sent to Chris Thompson to attend the NASC and AGM. EC will be checking with the NASC committee to see if he can be added to the agenda to speak.

Advocacy Committee update – Richer discussed that a conference call with the advocacy committee will be scheduled to review issues ahead of Destination Capitol Hill. In addition, press releases will continue to be sent out ever two months.

Holly Powers made the motion to adjourn the meeting. Steve Richer seconded and the ayes were unanimous.

The February EC meeting was adjourned.

Respectfully submitted by Seth Coppe, American Bus Association.