

MINUTES OF THE JANUARY 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, January 2, 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
Dave Ryan – VP of Membership	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

CALL TO ORDER

The meeting was called to order on January 2, 2018 at 4:02 PM ET and the VP Administration held the role call.

PRESIDENT'S UPDATE – Burcin Turkkan

- Skål USA President Burcin Turkkan opened the first meeting welcoming the new 2018 Executive Committee.
- Turkan provided an update on NASC. The Executive Committee has been working closely with Jane Garcia on this upcoming event. Recently several Skål members have been having issues with booking the early bird discount specials for the meeting requiring a full payment rather than a deposit, which was fixed the week before. However, the issues are persisting. Any emails from members who are still experiencing this issue will be sent directly to Jane Garcia.
- Skål International dignitaries will be visiting Skål Clubs in 2018. SI New York will be celebrating their 18th anniversary in April and the Board has invited the Skål International President and CEO to the anniversary celebration on April 26. In conjunction with their visit, since they will be attending NASC, SI New York has asked the EC to add more stops to the visit. SI Atlanta has accepted a visit and SI Miami will host on the May 1st.
- The agenda for the Winter Executive Committee agenda was reviewed. Each EC member received the agenda via email. The main objective for this meeting will be to discuss the goals and priorities of 2018. It is the goal that each member of the EC will have all of their goals set by the end of the meeting.

FINANCIAL REPORT – Alton Hagen

- VP of Finance Alton Hagen provided an update on clubs delinquent of dues. Four clubs have not yet paid a fee for not having representation at AGM in Toronto. Statements with finance charges were sent to three of four, the fourth being Puerto Rico. Hagen is waiting for word from Skål Administrators if payments were received by the end-of-year 2017 finance report. If these dues have not been paid, Hagen will call each club and notify them that the 2018 dues will not be sent to Skål International until the delinquent fees have been

paid. It was clarified that Jacksonville's delinquent funds were not related to the AGM, but rather funds of other \$600 that is 90 days past due.

- A reminder letter will be sent the second week of January for clubs to update membership rosters. On the first of September, dues amount for 2018 were sent.
- Travel insurance policies that are currently in place for EC members who were on the 2017 will be in place until each individual expiration date, but this plan has been replaced for new EC members, payable on a per-trip basis. Hagen is awaiting more information until sent to EC. There will be a flat fee of \$21 for trips to not exceed 30 days. Skål USA will reimburse members up to \$21, but each member will have to sign up for each trip. The enhanced plan will cover non-refundable money. Hagen will compile this information and send to the EC. If EC chooses to stay with Travelex, EX members will have to submit for each trip. Lisa Conway, VP of Administration, who works in travel insurance, will look into other plans with better terms and coverage.

VP of ADMINISTRATION – Lisa Conway

- Webinars for Skål International Club Presidents will be held quarterly, with flexible dates depending on the level of interest and sign-ups.
- President Burcin Turkan provided the 2018 newsletter content submission deadlines on the master list of Skål events sent to EC ahead of the meeting.
- Conway provided an overview of the club data forms. Skål USA Administrator Seth Coppe will be sending Lisa an update on how many clubs have been submitted.
- Skål Club of the Year Award final reminder will be sent out before the March deadline. Turkan will send Conway the email reminder. Turkan and Conway, as well as ISC Holly Powers will contact the clubs who reached the criteria for the award, and be prompted to create and submit a presentation, a PowerPoint or video for review.
- A discussion on the Industry Relations Committee was held. ISC Holly Powers will set up a separate meeting on this committee at a later date.

INTERNATIONAL SKÅL COUNCILLOR – Holly Powers

- FVF – Holly Powers spoke with past ISC Cyndi Golden. Once the new club Presidents and Skål USA Reps have been confirmed, Powers will reach out directly and explain the fund in better detail. No real pitch has been made to the clubs, and the past two years have seen the lowest amount of funds come in. However, the funds were used extensively in the past two years. Powers stressed that it was very important to educate the clubs on the submission process and sending to Powers for final review. Checks are cut quickly from Skål International, and the process is often held up due to issues with club submissions. A FVF webinar was proposed, or included in the new member orientation. A short presentation at AGM about FVF was also discussed.
- **ISC midterm meeting was originally scheduled to be held in Torremolinos, Spain but will now be held the first week in March in Berlin, Germany. Many people are upset of this due to many reasons, including hotels and costs being cheaper in Spain and Skål International and there were be no cost for SI staff to travel.**

Steve Richer made a motion for Skål USA to request a cost comparison of the two locations, and how Skål International will adjust to the difference to make up the extra cost. Alton Hagen seconded.

- Discussion: This information regarding the location change has not yet been made public yet, all is happening behind the scenes. Since the location change is likely to remain, Turkan proposed to continue with voting on the motion and be kept on the table to ask once the decision has been made public.

Amended Motion: Steve Richer amended his original motion to ask the question based on what Skål USA has heard based on unconfirmed reports. Alton Hagen seconded. The ayes were unanimous.

- ISC Holly Powers will ask the question to Skål Internal Executive Committee, in an effort to share Skål USA's questions.
- During the meeting, the reason for the sudden move was discussed as the European clubs have been closing. Germany, the largest club in Europe, sent two delegates to the World Congress. At World Congress Skål Germany requested that AGM be held in Germany this year to increase membership, and next year the meeting will move to Spain. In addition, it was announced that the meeting will be held outside of Berlin to save costs. It was discussed that the motion carried for sending a letter regarding AGM will be tabled. In the letter, it transparency and fiscal management must be echoed.

A motion to table the letter was made by Steve Richer and Alton seconded. The ayes were unanimous.

- NGOS: Steve, Burcin and Holly have been speaking about the March Destination Capitol Hill, to continue the work of last year. The agreement with Tourism Cares will need to be renewed, which Holly will facilitate. Representatives at Destination Capitol Hill will be discussed at the WEC meeting.

VP of MEMBERSHIP – Dave Ryan

- VP Membership Dave Ryan provided a membership update and discussed the action plan to open new clubs in 2018.
- There is a firm plan of action for SI Central California, with a launch event planned for February 1st at Fresno Yosemite Airport. SI Phoenix is expected to relaunch in April. Ryan is also in contact with individuals to launch SI Savannah.
- In addition to the action plan, Ryan discussed a strategy for assisting struggling current clubs on the brink of closing. The plan would be to open a new club, with fresh members, boards and committee. This would be a new club, with the current members of the old club will be invited to join. This would especially be relevant in larger cities.
- The object for this year is to open new clubs but also retain new members and recruitment processes. Ryan has updated the “Club Health Barometer” and “Tips for Opening a New Club” and will send to Turkkan for review and distribution.
- Additional discussion for the future of SI Clubs will be a main focus of the WEC meeting.

DIRECTOR of MEMBERSHIP – Jim Dwyer

- Dwyer provided an update on the PR and Communications committee, which will attract new members and grow new clubs.
- A YouTube channel has been established, and Dwyer is currently testing the system with releasing the Skål Toast Challenges videos. There has been a discussion on holding a live feed from the WEC meeting once the channel is set up.
- As the strong majority of young people are on social media, it is important to focus on social media to attract new young members. It is important to look at the point of view of younger person to find them involved with committees, like Social Media Committee or PR Committee. In addition, it is important to discuss what would attract younger people to Skål. There have been several mentorship models proposed by members, which can also be discussed at WEC.

DIRECTOR of MEMBERSHIP – Ricard Scinta

- Scinta provided an update on Young Skål committee.
- There are several Young Skalleagues who have been identified to assist with growing the Young Skål, with planning meetings scheduled.

DIRECTOR of PR & COMMUNICATIONS – Steve Richer

- Richer plans to continue with the PR newsletter. There has been a pick-up in
- Bob Burke with eGroup Communications in Miami has offered to provide the 4,000 contacts for free, which would provide additional exposure, granted there are no conflicts.
- Richer also discussed he is in contact with the Advocacy committee on issues related to Skål, like a potential change to public parks and infrastructure if there is a transportation issue.
- The Website committee has very active members, and would like to continue that into 2018.

OTHER BUSINESS

- Turkkan reminded EC to bring blue shirts to WEC for a picture, which can be ordered on the Skål USA website.

ADJOURNMENT

- Powers motioned to adjourn the meeting. Motioned seconded by Dwyer, all in favor, no opposed. Meeting adjourned at 5:29 PM ET.

Respectfully submitted by:

Seth Coppe, American Bus Association