

MINUTES OF THE MEETING OF THE 2017 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, September 25, 2017 at 4 PM EST.

The following Committee Members were present at this meeting:

Holly Powers – President	Burcin Turkkan – VP of Administration
Jim Dwyer – Director of Membership	Cyndi Golden – International SKÅL Counselor
Toni Koster – VP of Membership	Art Allis – Junior Auditor
Dave Ryan – Director of Membership	Steve Richer – Director of PR & Communication

Committee Members not present: Anita Peck – Sr. Auditor
Alton Hagen – VP of Finance

Staff present: Zoe Deloglos Brandon Buchanan
Seth Coppe Eric Braendel

CALL TO ORDER

The meeting was called to order on September 25, 2017 at 4:00 PM EST.

PRESIDENT'S UPDATE – Holly Powers

President Powers has removed the VP of Membership report as it has not yet been submitted. Toni Koster noted that it was due to her moving and the report would be available on October 1, 2017. President Powers removed the item from the consent agenda. There being no other items needed to be removed from the consent agenda, Dave Ryan motioned to accept the report. Seconded by Toni Koster. All in favor, no abstentions, motion passes.

FINANCIAL REPORT – Alton Hagen

The financial report was sent out, it will not be presented as VP of Finance, Alton Hagen is out of the country.

VP of ADMINISTRATION – Burcin Turkkan

Burcin Turkkan joined the call at 4:09 PM.

- There was discussion regarding the upcoming Skål USA elections. The notice for the elections went out Sept 15th. As a standard Skål USA does not announce who has applied for the position. Skål Administrator Brandon Buchanan commended that some applications have been received, but not all the positions have been filled.
- Website Full maintenance offer by Novatross
Burcin presented the website maintenance offer made by Novatross. They quoted it at \$130 USD per month. President Powers noted that that \$300 has been appropriated in the budget – not the

estimated total of \$1560. President Powers remarked that it's a good idea but wants to wait until Alton is back to understand if there is a cushion in the budget. Dave Ryan motioned to accept the contract by Novatross, pending Alton Hagen's verification that there are appropriate funds in the budget. Motion seconded by Burcin Turkkan. During the discussion, Steve Richer commented that he would like to put this through the website committee and get their opinion. After further discussion, Dave Ryan withdrew his motion. Dave Ryan then made a motion to table the discussion until the next meeting. Motion seconded by Toni Koster. All in favor, no opposed, the motion passes. Steve Richer commented that he would be happy to schedule a call with Burcin and the committee so they can all be informed of what is going on, to be better informed to discuss next month.

- Presidents Webinar Date - last one to be set before end of the year
Burcin Turkkan reported the will conduct the third president's webinar to get feedback from the presidents on this year and any suggestions that they have for next year. In terms of dates, they are looking at December so it will not interfere with the election process and so they can introduce the new board. They will aim for it to take place in the first week of December.
- SKAL USA Club of the Year 2017 – Review of Criteria's
Burcin Turkkan asked for any questions or suggestions for the criteria to consider for the Skal USA Club of the year, to get the EC's general input on the matter. Burcin also reminded the board about the deadlines. Steve Richer made a motion to include a section on helping the career development of members and on contributions to the travel industry. After some discussion, there was no second. But the suggestion will be made for 2018. Burcin Turkkan noted that a reminder will go out within the next two weeks for the Club of the Year, as well as the online form. President Powers asked Steve Richer to draft an action plan on his motion to bring to discuss in the next meeting.

INTERNATIONAL SKALCOUNCILOR – Cyndi Golden

- Update on Agenda for SI Councilor's Meeting in Congress
- Upcoming Congress – Final Updates
- They conducted a webinar with the attendees coming to the world congress. They made recommendations and carried over everything they had discussed as an EC. Carlos Banks made the recommendation that the clubs remain open on the floor so that if something came up, they could have their clubs best interest in mind on the floor.
- FVF Status/ forecast for USA after Irma
Cyndi Golden reported that the account is at \$55,000.18. They have received no contributions in the past two months. Toni Koster requested a list of all clubs who have already contributed so the EC can reach out to those who have not yet contributed. Later in the meeting, Brandon Buchanan looked up and reported to the EC that a majority of the FVF donations took place after November 1st.

VP of MEMBERSHIP – Toni Koster

- Membership Update in general - forecast for last quarter -any action plan to implement the Sales Plan
Toni Koster reported that membership has grown every single month. May-August has been good and we are at a little bit more than the numbers from March of last year. There are 10-15 more members for the month of September. Burcin Turkkan asked about the Richmond membership numbers, Toni reported that there are only 8 listed right now, the other members are holding off until November 1st so they won't have to pay the membership dues.
- Update on Phoenix
There have been some phone calls made in Phoenix, there will be more to report at the next meeting.

- Update on NOLA / Reply from SI?
- Second webinar for new membership will take place October 18th **BB will be in CA so I or Seth will moderate
- President Powers reported that the Naples meeting postponed until October with the hotel undergoing electrical issues with the hurricane damage.

DIRECTOR of MEMBERSHIP – Jim Dwyer

- Update on membership in East Coast
Jim Dwyer reported that the Buffalo-Rochester club is still a work in progress, he's still acquiring leads.
- Suggestions for last quarter
- SE New England Club
Jim Dwyer reported he sent out a letter to all emails he got from Yvonne (list for 5 years ago of 24 members). He heard from Steve Fox who had transferred from Connecticut to the Albany Club. He will continue to reach out to potential members as the area is ripe with travel and tourism professionals.

DIRECTOR of MEMBERSHIP – Dave Ryan

- Update on membership in West Coast
Dave Ryan reported the Fresno will host its inaugural club event. There is an expected 30-35 potential members doing a launch event at the Fresno airport. The director of the Yosemite Mariposa CVB has given him support. Ryan also reported they are renaming the club to SI Central California, it will reflect the much broader region than just Fresno.
- Suggestions for last quarter

DIRECTOR of PR & COMMUNICATIONS – Steve Richer

- Status on Press Releases? What/ When will be the next Press Release
Steve Richer reported that we did complete the twining project. There are 13 clubs lined up. Steve Richer discussed a series of press releases, one international and then another that would run in 22 media markets. Richer recommended saving a press release for the election of officers and then the second will be about the upcoming meeting locations after they are announced. Steve Richer reported that with Uzbekistan embassy there was significant pick up, after the meeting and the press release. They have a special seminar for the UN reach, and wanted to bring Skål to their region.

OTHER BUSINESS

- Denis Smith, Skål Canada fund raising – Skål USA Status?
Toni Koster motioned to table this until next meeting. Dave Ryan noted the Skål Canada has some different objectives than Skål USA. Item has been tabled.
- Tourism Cares Hurricane fund
President Powers reported that some clubs have pledged donations.
- Skål USA Presentation at ISC and World Congress
- Skål USA Name tags
The EC discussed they normally order 100 at a time, after much discussion, the board made the recommendation to leave it up to the clubs.
- President Powers brought up they have been invited to attend the ABA Meeting and Marketplace to walk the floor and arrange for a focus group. Steve Richer stated that he would be attending as

an ABA Member, and could help with a focus group. Cyndi Golden noted she will be attending and could volunteer as well.

ADJOURNMENT

Dave Ryan proposed to adjourn the meeting, seconded by Toni Koster. All in favor, no opposed, motion passes. The meeting was adjourned at 5:30 PM EST.

Respectfully submitted by:

Zoe Deloglos, American Bus Association