

MINUTES OF THE MEETING OF THE 2017 SKAL INTERNATIONAL USA EXECUTIVE COMMITTEE

Upon notice duly given, the meeting of the Executive Committee of Skal International USA, a professional organization of tourism leaders around the world, was held in person, on Friday, January 27, 2017.

The following Committee Members were present at this meeting:

Holly Powers – President	Alton Hagen – VP of Finance
Burcin Turkkan – VP of Administration	Cyndi Golden – International Skal Counselor
Toni Koster – VP of Membership	Dave Ryan – Director of Membership
Jim Dwyer – Director of Membership	Anita Peck – Sr. Auditor
Steve Richer – Director of PR & Communication	

Committee Members not present:

Art Allis – Junior Auditor

Staff present:

Matt Manousoff

CALL TO ORDER

The meeting was called to order on January 27, 2017 at 9 AM EST.

The Pledge of Allegiance and Skal Toast was led by President Holly Powers.

APPROVAL OF MINUTES

The approval of the minutes of the January 3, 2016 meeting and financials was presented to the Board. Upon discussion, “2/19” in the President’s Update was amended to reflect that it was a typo, and supposed to be “2018”. There being no items requiring further clarification, Dwyer moved and Golden seconded to approve the minutes and financials with amendments. Motion carried.

PRESIDENT’S UPDATE

- Introduction of 2017 Executive Committee
- Introduction of 2016 President John Mavros: Discussed the restructuring of the board; recognized Turkkan for her work with Young Skal; statement with UNWTO; success of World Congress; 29 of the 48 clubs were visited in 2016
- President Holly Powers introduced the two main focuses for 2017: to grow membership and improve communication. Everyone from the Executive Committee will reach out to clubs on a monthly basis via phone call.

FINANCIAL REPORT

- Hagen gave the financial update. We came in below expectations on both revenue and expenses; ended the year with a positive revenue of over \$ 36,000. The 2017 budget is in place, reflecting an (anticipated) decline of revenue and membership of about 3%.

2016 YEAR END REPORTS

- A total of \$9,942.41 was contributed to the FVF by Skal USA clubs. A total of \$57K was contributed to Skal International, meaning the US represented 17.4% of giving. The program in Monaco was coordinated by the Young Skal program, 10 were in attendance (3 from the US); the program covered on how to sell to millennials and 3Baysover.
- The Skal Facebook page has 618 members as of 12/13/16, the settings were changed to allow administrators of the site to review the postings.
- Review of the two ISC Meetings in New Zealand, the next in South Africa. Cost has been and will continue to be a factor in the low attendance.
- AGM at World Congress will be set at a maximum of 3 hours. If you would like to speak, you must request in advance and there will be a time limit.
- SI is looking at having a DMO or DMC come in to manage the Congress. They would like it to look more like a Marketplace. There will be a possible change in the number of votes each club gets to encourage Congress attendance.
- There is a Young Skal program coming up in Toronto.
- Golden put out a letter on 1/13 to all Club Presidents encouraging them to attend the Congress. and to encourage them to mentor those in Young Skal; only 3 replies so far.
- Golden has transferred from the Ft. Worth Club to the Raleigh Durham Club.
 - Discussion about the new marketplace format of the Congress.
- Motion to accept report, Turkkan moved and Koster seconded to approve the report. Motion carried.

REGIONAL YEAR END REPORTS

- Region 1 Report by Jim Dwyer. 2016 started with 13 clubs and ended with 12. All SI Connecticut members have either transferred to another club or became active individual members. Proposal of renaming clubs to include regional names, to reflect the actual attendees rather than just city names.
 - Note that Active Individual Members are not counted as Skal USA members; that needs to change to reflect actual numbers.
 - Overview of ‘mega-clubs’ and some struggling clubs. Dwyer visited every club in the region in 2016 except Hampton Roads but met with members during World Congress.
 - Motion to accept report, Ryan moved and Hagen seconded to approve the report. Motion carried.
- Region 2 Report by Tim Hemphill. Futures Committee Report. Review of 10 actionable recommendations presentation:
 - In advance of the meeting, they met with NGOs in D.C.; Richer Rules – all recommendations tied back to what SKAL can do for a company/networking
 - 11 Total Recommendations:
 - Develop a unique award to recognize accomplishments within the Skal Movement, named after Mark Twain
 - Conduct at least 4 formal focus groups
 - Form a special task force that leverages networking advantages within Skal
 - Claim what is unique with Skal with what commonly attracts membership
 - Focus on the diversity within Skal
 - Consider processes to join larger clubs
 - Establish direct liaisons with sister organizations; build credibility by association
 - Formalize an MOU with these organizations

- Leverage affiliate partners with SI
 - Active Individual Memberships
 - Skal Mission Statement to give the organization some direction and meaning
- Motion to accept Mission Statement with proposed changes, Richer moved and Hagen seconded. Motion carried.
 - The Mission Statement will be added to the letterhead and put on the website by M. Manousoff

The Mission Statement reads as follows:

“Across all sectors of tourism, provide maximum networking opportunities, career development, and business growth through leadership, trust, and friendship, while supporting a responsible travel industry.”

- Motion to accept report, Turkkan moved and Golden seconded to approve the report. Motion carried. The Mission Statement will be distributed to all clubs.
- Region 3 Report by Dave Ryan.
 - Nine Clubs in the region; total membership is 312 members. Visited all clubs in the region with the exception of Las Vegas. Attended the 50th Anniversary of SI Anchorage. Overall, general flat for the region.
 - Tourism Cares 2017 Program is focused on inner city development. The first meeting will take place in March in Oakland, CA. Proposed the second event May in Detroit, the third event in September in Providence, and the fourth event in Toronto in October. Ryan expressed he would like to see the Executive Committee participate in the Providence event. President Powers noted that Skal USA is no longer paying Tourism Cares to participate, and we receive the member rate.
 - Motion to accept report, Koster moved and Dwyer seconded to approve the report. Motion carried.
- Region 4 Report, website and PR Update by Burcin Turkkan.
 - Decline in membership in Miami due to members who had not paid. Ft Lauderdale, Puerto Rico membership has increased.
 - Website & PR Update – Goal to establish low-cost way to get Skal name out there. Collaboration with PR Newswire; throughout the year, appeared in over 215 nationwide media channels.
 - Highlights of the new website:
 - New domain; more user friendly; better representation of Skal USA brand, mission and history; professional photos; press room; simplified membership login; featured industry news; blog; Young Skal feature; Skal App; feature on Skal VIPs, celebrity names, high lights, etc.; Industry trends featured with articles from members; Club meetings featured; Sponsorship/Advertisement opportunities featured
 - Motion to accept report, Richer moved and Koster seconded to approve the report. Motion carried.
- Region 4 Report by Tom Moulton.
 - Visited all clubs in 2015-2016. Overall clubs are doing well, membership is diverse, only one member retired (Santa Fe Club); shared concerns about Austin Club being run by one leader. LA seems to have a little resurgence.

- Motion to accept report, Richer moved and Koster seconded to approve the report. Motion carried.

OTHER BUSINESS

- Official bylaws have been revised and approved by SI. Memorandum of Intent (MOI) will be made more concise, will be signed at lunch and held by Burcin Turkkan.
- NASC Toronto Update – 2018 will be held in Playas Mujeres, Mexico. It will be a relevant and interesting program; there will be no separate board meeting the day before – it will be done as a part of the AGM. Clubs are strongly encouraged to bring as many members as they can.
- Young SKAL Development in USA
 - There are currently 781 YS's in the world with 119 in the USA. Ten came to the World Congress. No one is on the committee as of now, Cyndi Golden will target the Long Island club for assistance in YS development along with Atlanta, Orlando and D.C. (they have the largest membership)
- 2017 Committees and Goals
 - Sponsorships & Advertisement Committee – Burcin Turkkan
 - We can go into the industry and are able to present our organization and the opportunities we offer; committee has 11 members.
 - Futures Committee – Toni Koster
 - Most of the members that Jim had will stay on. Looking into Mark Twain award, licensing for his name usage. This year, we will look into each club and the structure of their membership. Need to get the message out that Skal can be beneficial for your career.
 - Skal database discussion: logistics to access; approval of associate members through hotel association
 - Motion to accept report, Richer moved and Golden seconded to approve the report. Motion carried.
 - Fundraising Committee – Dave Ryan
 - By Laws Committee – Jim Dwyer
 - PR/Communications & Website Committee – Steve Richer
 - 2 Committees: Website Committee, Advocacy Committee
 - Discussion about how communications can contribute to meeting diversity efforts specifically in gender, ethnic, demographic and age diversity.
 - Opened the floor for suggestions from observers: using Reddit AMA as a tool to facilitate discussion; moving Skal away from just being seen as a dinner club, encouraging tools to help clubs run meetings

ADJOURNMENT

There being no further discussion, the meeting was duly adjourned.

Respectfully submitted by:

Zoe Deloglos, American Bus Association