

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 via conference call, on Tuesday, January 3, 2017.

The following Committee Members were present at this meeting:

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

Committee Members not present:

None

Staff present:

Matt Manousoff	Zoe Deloglos
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CALL TO ORDER

The meeting was called to order on January 3, 2017 at 4 PM EST.

APPROVAL OF MINUTES

The approval of the minutes of the December 8, 2016 meeting and financials was presented to the Board. There being no items requiring further clarification, Turkkan moved and Dwyer seconded to approve the minutes and financials as presented. Motion carried.

PRESIDENT'S UPDATE

- NASC Update and Presidential Chain – The committee meeting will be held on Thursday, both Hagen and Powers are on the committee. The RFP is complete. We have reached out to Bermuda, the Bahamas, Jamaica and Mexico to have them join back in, there has been no feedback. Waiting to hear back from Mexico, the 2/19 meeting location will likely be Cancun at a resort, awaiting more of an update. Going forward, we need to promote Toronto and send a clear message to get as many members to congress as possible. NASC Chain sent to Canada by 2015 SIUSA President Marth McClintock.
- Travel Budget/Approval Process – Anyone who is looking to travel must be approved by President, VP of Finance and VP of Administration. Each item will be reviewed. Encourage driving to limit expenses. Will discuss more at the winter board meeting.
- Club President and SIUSA Rep Call – Powers is finalizing a list of 48 clubs to split them up to make calls in February to all the presidents, they will call the SIUSA Reps in March. Request for any questions or concerns made. The calls will be made in rotation. The 2017 main goals and focus is Membership and Communication. The 2017 Skal USA Form has been renamed, and will be sent

out by Matt to the presidents. The Form needs to be filled out by the end of January. Koster raised question about sending the form to past or present club presidents. Powers responded that we have a list of the presidents and current SIUSA reps that the calls will be based off of. February calls will be to remind clubs to complete Database Form and update President and SIUSA Reps for next month's calls. By 2018, all clubs will be on a calendar year, with the exception of Louisville. The January deadline will help keep the clubs in consideration for Club of the Year award. Matt will include the ESTs to the list of the one's that they already have.

FINANCIAL REPORT

- Hagen reports that the end of year numbers are still to be finalized. Accounts receivable, there is under \$600 that is outstanding 60 days to SKAL USA. The year is ended about \$45K in the black.
- Question regarding who is responsible for following up on the outstanding payments. VP of Finance will be responsible for the calls with the loss of the RVPs.
- End of year and total travel expenses are about even with years past. Keep in mind, there isn't as much money in the budget total to spend because of the new percentage structure.
- Insurance payments need to be sent out as soon as possible. Hagen will send out a list of those who have not paid, Eric will put together a list of clubs who have not yet paid their insurance premiums to SKAL USA and will send it to Hagen. President requests that clubs with funds that are more than 3 years old, with no potential of reopening, that those funds can be used to be put towards new clubs opening. Will be further discussed at the Winter Board Meeting.
- The individual members in the US, their SKAL International dues will be 60 Euros in 2016, 12 euros more than an active member in a club. The exact amount comes to \$69.92 USD – Hagen motions to invoice individual membership dues at SKAL international to be billed at \$70 USD to cover the 60 Euro fee. Ricker Seconds. Motion Carried.

ADMINISTRATION REPORT

- Webinar for SI Club Presidents- It will be approx.45-60 minutes long. The webinar is planned for February 10th. Issue raised that there might not be some presidents in attendance, because of the calendar turnover, we will communicate that the current president needs to pass along info to incoming president.
- Dates for NCM- It will be an electronic meeting, August 25th is the proposed date, plan for meeting to last in a 2 hour period, leave it open for 3 hours. The meeting will take place in the ABA Office. The start time is important, it needs to be in the afternoon around 1-2 PM. Voting will be done over the phone so that it is recorded. Matt will check the conference room availability.
- Newsletter dates for 2017- February 25th First Newsletter; June 25th Second Newsletter; October 20th Third Newsletter; December 15th Fourth Newsletter. The VP of Administration will follow up with the reminders. Matt can work with to help send them out. Richer made point about photos being used on both the newsletter and the website.
- Update on Sponsorship & Advertisement Committee – It is already started 5 SKAL members who are interested in being on the committee. The goal will be to generate income for SKAL USA outside of membership dues.

INTERNATIONAL SKAL COUNCILLOR REPORT

- FVF – The Fourth Quarter had an outpouring, bring annual total to \$9K. A glitch was reported so some clubs did not get mentioned at World Congress, encourage clubs to get funding in ASAP.

Powers requested Golden to reach out to World Congress a month out and then again at two weeks out to avoid it from happening again.

- Young SKAL Committee for SKAL US – Ten (10) young SKALs attended, 4 of the SKAL USA members were from Atlanta.
- YS Development Vision for 2017 – Only 2 clubs are really involved with YS, we will continue to reach out to get involved. Powers tabled discussion until Winter Board Meeting.
- Update on Upcoming ISC Meeting South Africa – We want to be a team player, if there will be a quorum, we will make an effort to go – discussion will be continued and Golden will have more information by the Winter board Meeting.

MEMBERSHIP REPORT

- Futures Committee status after discussion with Tim Hemphill – The future committee came up with 12 main goals. Hemphill does not want to stay on the committee. Still waiting to hear from 4-5 members of the committee. By the winter board meeting we will know who is on the committee.
- Overview/Action Plan Draft of Implementation of Future Committee Recommendations – Of the 112 YS members, 74 belong to Long Island, Orlando or Atlanta – They are concentrating on that YS in school. Need to promote more of a young professional focus, rather than school based. Emphasis on phone calls, and monthly membership sent out, communication is important. There were no questions about the 12 Main Goals that were sent out earlier.
- Consider statutes and bylaws update, and removal of the MOI altogether as it is out of date, reduce it to 40 pages that are clear. Powers suggested formation of a committee to look at it.
- Fundraising Committee Update West Coast – Ryan has not had time to put together a fundraising committee, would welcome candidate suggestions.

PR & COMMUNICATIONS REPORT

- PR Newswire Partnership Renewal – We do not pay PR Newswire, they offer 6 free nationwide press releases. Recommendation to renew the PR Newswire partnership.
- Press release #1 to be issued for the new SKAL USA EX Committee 2017 – Press release needs to go out as soon as the Winter Board Meeting ends. Vision statement from Holly will be added to the Winter Board Meeting.
- Communication Schedule with Membership – Ricker will go over with Turkkan.
- Update on Advocacy Committee – Richer reported no volunteers yet. Powers will discuss this with Richer next week, the goal needs to be they will go with a partnership in place and vision in hand so it is not just a visit. Request for report of meetings that were had in D.C. so the board is included moving forward. They will discuss, and address at the Winter Board Meeting.
- Tourism Cares Update – Ryan requested there will be a discussion on events that will be participated in.
- Website update
 - Website Committee Update – Members Invited to Volunteer. A call will be set up, Matt is invited to help move the website forward.
 - Powers announced committee call number that is set up so it can be recorded, in place for every committee to use. Agree to send out email to all members in anticipation of conference call number usage.

- Uploading selective membership names profiles under the membership at glance on the website
- Uploading photos from congress and recent newsletter at the Photos section
- Article of the Month – a trendy topic from one of the top names in SKAL
- Upload of upcoming events
 - NASC; NCM; SI Congress 2017

OTHER BUSINESS

- Powers asked should a dollar amount be budgeted for immediate past president to attend AGM as guest and does this need approval of the Board (membership)?
 - The \$1000 was budgeted for the past president to attend the winter board meeting so there is no current funding for that. Suggestion if a past president attends, that he gives a past-president report.
 - Powers suggested that “Board” meeting usually scheduled for day in advance of NASC be held by telephone a week prior this saving the cost for EC and members for an extra room night, meals and planning another dinner event, thus saving the needed money to pay for Past President to be invited to NASC for the 3 nights.
 - Motion made by Dwyer that SKAL USA EX Comm meeting will be held separate from the AGM and the NCM meetings, approximately one week prior. Seconded by Hagen. No discussion. Motion passes.
 - Motion made by Koster to invite past president as a guest to come to the North American SKAL Congress, to give a short presentation, with the stipulation that the trip will be paid for by SKAL USA EX Comm. Seconded by Hagen. Discussion takes place regarding Power’s opinion. Motion Passes.
- What to do with the SKAL USA computer – The computer will be given to Art Allis for usage to update By-laws, Articles and MOI

ADJOURNMENT

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

Respectfully submitted by:

Zoe Deloglos, American Bus Association