

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 Monday, March 6, 2017 at 4 PM EST.

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
Dave Ryan – Director of Membership	Jim Dwyer – Director of Membership
Anita Peck – Sr. Auditor	Toni Koster – VP of Membership
Steve Richer – Director of PR & Communication	

Committee Members not present: Art Allis – Junior Auditor

Staff present: Matt Manousoff Zoe Deloglos

CALL TO ORDER

The meeting was called to order on March 6, 2017 at 4:05 PM EST.

APPROVAL OF MINUTES

The approval of the minutes of the January 3, 2017 meeting and financials was presented to the Committee. There being no items requiring further clarification, Hagen moved and Richer seconded to approve the minutes and financials with amendments. Motion carried.

The approval of the minutes of from the Winter Executive Committee Meeting that took place on January 27, 2017 was presented to the Committee. There being no items requiring further clarification, Turkkan moved and Richer seconded to approve the minutes and financials with amendments. Motion carried.

Anita Peck Joined the call.

PRESIDENT’S UPDATE – Holly Powers

- NASC Committee Update – The meeting took place two weeks ago. The committee includes Burcin Turkkan, Cyndi Golden and Dave Ryan. President Powers reported that all is going well, they are expecting a terrific meeting with multiple delegates. NASC attendance might be up this year because of the far location of the World Congress for 2017. We are going forward with Mexico for next year. President Powers urged the group to make reservations for the event, reservations can be made online, and we will pay with one check. So far Turkkan has record of President Powers’ reservation, Anita Peck confirmed she will drive and is waiting to have confirmation from Dave Ryan. Turkkan brought up discussion about sharing the Skal membership database, President Powers said Canada can download the USA database to theirs, so they are able to send out the survey with one mass email.

- Hagen reminded the committee the following in relation to the upcoming NASC meeting:
 - For those EC members who reserve a double room (@ \$2,231.75 CAN with tax) for themselves and a non-Skalleague roommate, Skål USA will pay SI Toronto for the full amount and will invoice the EC member for the difference between the double rate and the single participant rate (@ \$1,553.75 CAN with tax). i.e., Skål USA will invoice the EC member for the USD equivalent of \$678.00 CAN.
 - For those EC members reserving a double room to be occupied by themselves and another Skalleague who is also attending the NASC, Skål USA will again pay SI Toronto for the full amount (@ \$2,231.75 CAN) and will invoice the club of the Skalleague Roommate for half of that cost. i.e., Skål USA will invoice the Skalleague roommate's club for the USD equivalent of \$1,115.88 CAN.
 - Going forward, please make your reservations as soon as possible, and pass along the confirmation to Burcin Turkkan.
- Check-In on February's Monthly Club Calls - The majority reported positive feedback, however not all have completed their assigned calls. President Powers recommends to start with the calls earlier next year.
- National Rep Skal Pins – Manousoff will order the pins. They will say “SKAL USA Rep”; ‘SIUSA Rep’ name was changed with the changing to the name from SIUSA to Skal last year.
- Update on Visit to NGO's in D.C. – President Powers will be going to D.C. on March 21st through the 24th. On this trip they will meet with the NGO's and then drive down to Richmond to help start the new Richmond Skal Club. This will be the first new Skal club to open in 15 years. When they return, they will put together a plan similar to that of Tourism Cares. They're going in with a follow-up plan in place. There was a discussion of submitting the proposals in writing to the Committee for approval; the proposals will be focused on reciprocity.
- IIP Collaboration for 2017 – President Powers had Turkkan report; Turkkan reported that there is no update as of right now.

FINANCIAL REPORT – Alton Hagen

- Membership/Clubs Dues Update – The reports for February aren't in yet. January financials have been posted (on 2/10) that information is too early in the season to make a difference. Audit report shows that the dollar is very strong against the euro. Hagen proposes that we purchase \$ 110, 000 USD worth of euros that will be used for dues for 2018. There needs to be \$ 11, 000 USD put down for the purchase. Hagen explained that the exchange rate lock-in is used year to year in order to keep exchange rates consisted for Skal dues.
- Turkkan brought up a question raised by an Atlanta Club about euro exchange rate. Hagen explained the exchange rate lock-in used year to year to allow Skal to have a consistent exchange rate for the next year. Turkkan motioned to accept Hagen's recommendation to purchase euro's for 2018 at the current exchange rate. Richer seconded, there being no discussion, the motion passed.

VP of ADMINISTRATION – Burcin Turkkan

- Form 2 Update – Based on the list: LA, Memphis, Louisville, Austin, CLT have not yet sent in their Form 2 information. Toni Koster will communicate with Louisville and Memphis and Burcin Turkkan will communicate with the other clubs
- Presidents Webinar Update - The Webinar for presidents will take place March 15th; they will discuss the resources that are available to the presidents; the meeting is expected to take approximately 30-45 minutes.

- Newsletter Update – The newsletter was sent out on the 28th; Matt Manousoff reported that 28% of recipients opened the letter. There was discussion of pictures being placed throughout the newsletter in help generate attention and interest.
- Membership Exit Survey – The questions are finished and ready to go out. Turkkan suggested that we need to start compiling a database on why a member leaves the organization. President Powers agreed that the feedback would be beneficial. Burcin will come up with a draft for the questions to better understand why those leave Skal.
 - There was some discussion that a large number who leave Skal were members of YS, and they no longer want to pay for it. The surveys will be sent out after April 15th; Toni Koster will get a list from Yvonne of contact information of those who have left.
- Sponsorship Committee Update – Eleven members met in February. They discussed how to sell Skal USA webpage apps. The next step is to prepare the media kit and to ID the target groups. After that, they will submit the media kit to the companies that they have targeted for sponsorship and advertisement.

INTERNATIONAL SKAL COUNCILOR – Cyndi Golden

- FVF – We reached out to the President of IFC. They anticipate we will meet quorum and are also projecting about 20 Councilors to attend. The changes to the FVF raffles were updated and implemented. The CEO has committed to the 2020 recommendations of restructuring the IFC. They emphasized that they really need Skal USA at the table to help contribute.
- YS Committee Update – Burcin Turkkan and Cyndi Golden have been in contact with YS. Presently they are just trying to reach out to YS and to encourage them to attend.
- Attendance to the ISC meeting in South Africa – Golden stated that not attending would be damaging. Hagan raised the issue of the cost of sending a representative if there the quorum isn't met.
- A proposal was made to send Cyndi Golden to the International Congress made by Dave Ryan. Motion seconded by Dwyer. Motion passes.

VP of MEMBERSHIP – Toni Koster

- Membership Count/Status Analysis as of March 1st 2017 – Sent out on March 1; we dropped down about 200 members total. Koster projects that number will go up in March.
- SI Charlotte Update – Koster thinks the club will survive, they estimate they will have about 15 members at the end of the extended period.
- Futures Committee Update – The committee had a conversation last week: there will be a meeting on March 16th; Koster will report on that meeting.
- SI Hampton Roads Update – Koster believes they can open a club in Richmond. Going forward they can rename the club and essentially preserve the Hampton Roads club.
- Rhode Island Club Update – Koster requested that the club go back and speak with the YS members to emphasize the importance of Skal to them and their careers.
- President Powers was invited to participate in the Boise Club on March 28th, she will be skyped in to lead the toast.

DIRECTOR of MEMBERSHIP – Jim Dwyer

- Update on Clubs in East Coast
- Long Island – The club dropped 62 members; Dwyer contacted their president and YS, they had paid for too many memberships and it had an adverse effect. YS reported that they were not notified

when their payment was due, so that's why the numbers will so low. Dwyer reported that the trend is to drop them and then reinstate them when the bring payment. NY expects to gain a few of those members back. Dwyer suggested they partner with the NY hotel association to get better results, specifically partnering for a membership drive for Skal and YS members.

- NNJ lost 5 members, but is having 3 new members come in. NNJ will have their 40th anniversary in June.
- Skal Atlantic City has gained some new members; Central PA is celebrating their 40th anniversary this year; Skal NE PA is having its 20th anniversary; Skal Baltimore reported lower numbers. Jim Dwyer spoke with their VP, they attributed to losing members to some older members moving to Florida. Washington is doing well, they've reported sponsorship within their organization.
- There was a discussion about placing ads in travel magazines to entice new members, e-magazines, etc. a cost effective way to get the word out.
 - "I belong to SKAL because...."

DIRECTOR of MEMBERSHIP – Dave Ryan

- Update on Clubs in the West Coast – Dave Ryan reported a major development in Southern California: The competing organization is PROST – Discussion to merge the synergies of the organizations. Ryan stated that it is still in initial talks, there are several members of Skal that also belong to PROST. Discussion of pitching Skal to the PROST members.
- Fundraising Committee Update – There have been some conversations with Skal Canada, Canada is going in a little bit of a different direction than us. Ryan thinks it would be more beneficial to focus on clubs that need fundraising. President Powers spoke with Charlotte about an online auction as a fundraising tool.
- Skal Hawaii has invited members to attend their 65th meeting anniversary on May 25th. They are very interested in bidding for the North American Skal Congress in 2019.

DIRECTOR of PR & COMMUNICATIONS – Steve Richer

- Update on Tourism Cares – Richer reported that there are 4 upcoming events;
 - March 23-24th in Oakland, CA
 - May 11-12th in Detroit, MI
 - September 14-15th in Providence , RI
 - October 26-27th in Toronto
 - All Skal members are invited to participate
- Update on PR/Communications and Website – Tom Moulton held a productive meeting. The focus was on insuring that the website is relevant and a powerful tool to retain members; overall it was a good call with lots of participation.
- Update on Advocacy Committee – There was a phone call on Friday; Richer reported consensus on 4 issues:
 - (1) Project 'Time Off' for US travel – encouraging employees to use their vacation time;
 - (2) Endorsement of the proposals that have been presented for investments in infrastructure; specifically airport improvements, national parks improvements and improvements in highways, bridges and tunnels
 - (3) Endorsement of a provision that covered staffing needs in national parks
 - (4) To embrace freedom to travel with security. To expedite and simplify the processes that are needed to travel (non-controversial).

OTHER BUSINESS

- President Powers proposed that all board members put their monthly reports in writing and submit them the week before to expedite the overall call. That way the call can be used to discuss proactive issues going forward.
 - Alton Hagen brought up the use of a consent agenda. The first question for discussion in the meeting will be if anything needs to be pulled from the consent agenda for discussion. Hagen will further discuss with Matt Manousoff and Zoe Deloglos later.
- One week prior to the meeting, all notes need to be submitted to Burcin Turkkan, she will disperse to them for approval. Any issues or questions that need to be address will be done so at the start of the meeting, leaving the remainder of the meeting for issues that pertain to growing the club. All present agree.
- Discussion of a membership award for referring new members to one's club or to another club. Toni Koster and President Powers have discussed; Koster has spoken with the Atlantis Hotel, and they will donate some free night stays as an award. Going forward, Koster will put together a plan on how to attract club members that are outside one's club sphere.
- There was discussion on if we should we come up with criteria for the Skålleague Spotlight section of the newsletter and also the website's Important Member section:
 - Issue raised that there is no clear criteria
 - Question raised that if a photo could be added to the Member-At-A-Glance section of the website.
 - At this time we don't have that; Turkkan stated that she would follow up to see what the cost would be.
 - Discussion that a narrative should be included in these profiles highlighting why the member is in Skal; Skålleagues in the news – overall highlighting of Skal members doing something newsworthy.
 - There was also discussion of who is going to take ownership of these profiles. Steve and his committee, will be in charge of it.
 - Question was asked if we can highlight 2-3 spotlights in each newsletter. Answer was the more the better; there will be more discussion on this topic in the next meeting.
- President Powers asked if Skal should an individual to be a member of any Skal Club they want. She cited reports that there are some members who are living in locations where they do not want to be a part of their regional Skal club, but still wish to remain an active member of Skal.
- YS Approach – Recommendation to drop the 'Student' category or change to YS Professional. This was recommended by the 2020; however it was not a big discussion because YS has not been as successful in the US.
- Future of SIUSA Reps
- Club of the Year – The dates are incorrect on the MOI – we will wait until March 31st to see who has paid their dues

ADJOURNMENT

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

Respectfully submitted by:

Zoe Deloglos, American Bus Association