

## 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, April 3, 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 SKÅL 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	
Art Allis – Junior Auditor	

**Committee Members not present:** None

**Staff present:** Zoe Deloglos

### **CALL TO ORDER**

The meeting was called to order on April 3, 2017 at 4:06 PM EST.

### **APPROVAL OF MINUTES**

The approval of the minutes of the March 6, 2017 meeting and financials was presented to the Committee. There being no items requiring removal for further discussion, Richer moved and Golden seconded to approve the minutes and financials with amendments. Motion carried.

### **PRESIDENT’S UPDATE – Holly Powers**

- Approval of minutes/financials from March 6 Board Call and EC Members monthly reports
- Update/Review of March monthly calls to Presidents/SIUSA Reps
- Outcome of the meeting with NGO’s in DC—The meetings were very substantial and productive. Overall the sentiment is that SKÅL is not relevant in the scheme of things. President Powers has followed up advising that Steve Richer will be the point of contact when he returns from China. President Powers also thanked the Washington D.C. Club for hosting her. The next meeting will be in June at IPW.
- Status on possible SI Richmond Club—Former members attended the meeting, however the overall meeting was not well attended. They will be meeting Friday, April 7, Andre will attend. The goal is to have the SKÅL club up and running by June.
- Orlando Club Proposal Discussion for Toronto—Allis commented that he is in favor of the VP of Finance serving more than two years, suggested a term of four years. Hagen agreed citing that it is helpful to have someone with a financial background in the position. Turkkan asked President

Powers if the club has submitted the proposal for review. President Powers confirmed that they will submit the proposal in time for Toronto and wanted the Committee's opinion.

- Motion to submit the recommendation of a two-year term for the VP of Finance, and for the position to remain a VP Position made by Richer. Seconded by Golden, all in favor, the motion passed.
- Motion to recommend that a VP of Finance can run for two consecutive terms made by Ryan. Seconded by Turkkan, all in favor, motion for recommendation passed.

### **FINANCIAL REPORT – Alton Hagen**

- Insurance Underwriter and Agent Options—Hagen recommended to put the insurance policies out for bidding, noting that the renewal date is not until September. Hagen also recommended that we look for other agency options, currently we work with Gallagher. Gallagher usually works with organizations with premiums of \$50K or more, so we are relatively small in comparison
  - Turkkan motions to accept Hagen's proposal, Koster seconded, motion passed.
- Nomination for Special Recognition" during the AGM—Hagen recommended the nomination of a past SKÅL President for the Member of Distinction award. Hagen suggested nominating Tom White for his work that moved SKÅL forward. President Powers confirmed that the Executive Committee makes the nominations, but that the members vote requiring an absolute majority vote (50% + 1). President Powers directed Turkkan to place this on the agenda for the AGM.
  - Turkkan moved to accept report and nomination, Koster seconded, all in favor, motion passes.
- AFEX Proposal—Hagen reported that the proposal was sent out March 13, to lock in the Euro rate with a 10% down payment. AFEX has proposed a partnership with SKÅL, they request the SKÅL sends a proposal letter to all clubs recommending them and SKÅL will receive 10% of all revenue generated. Hagen stated that this is an opportunity to generate extra income, however it could set a precedent for product endorsement. Discussion on the topic resulted in recommendation that AFEX is recommended as a 'preferred vendor' rather than just a 'vendor'; President Powers proposing to postpone the discussion until further research was done. President Powers motions to table discussion until the next meeting, Hagen seconded, all in favor, motion passes.

### **VP of ADMINISTRATION – Burcin Turkkan**

- Club of the Year Candidates—Turkkan reported that Arkansas and Nashville have qualified for the Club of the Year award. The clubs must submit their applications and presentations by April 28, 2017, as of today Turkkan has not heard from either club. Turkkan recommended that the clubs are informed further in advance of the qualifications for the award, specifically at the end of October or early November.
- Presidents Webinar – plan a second one in mid-year per request?—There was a request for another webinar, the first week of July was suggested. There could be an issue with July so close to National Committee Meeting, leaving some of the clubs in the dark. Dwyer recommended we hold another one, suggesting the first week of June (June 1). Turkkan will prepare suggestions and will take lead on the preliminary agenda for that webinar.
- NASC/ AGM Preparation & Agenda Items—President Powers started the preparations by sending out the emails. Turkkan wanted to discuss the items the EC would like to see for the agenda. President Powers recommended the use of the consent-agenda to expedite the meeting. Emphasis on the topics membership and communication need to be front and center. Going forward, if any committee members have ideas for agenda items, please contact Turkkan or President Powers.

### **INTERNATIONAL SKÅLCOUNCILOR – Cyndi Golden**

- Attendance to ISC Meeting in South Africa –Letter from SKÅL USA EC—Golden reported that she is ready to go and that she will be able to stay within budget for the trip. Discussion took place over if she should present a letter to the ISC of what SKÅL USA expects in order for them to stay in the ISC, noted that the letter needs to be written soon as she leaves April 27, 2017.
- Discussion regarding Incentives to make joining easier—President Powers raised the discussion about monetary incentives to raise SKÅL overall numbers. Ryan suggested we take the money from the membership fund and used it as an incentive to waive the membership fund. President Powers proposes that SKÅLUSA proposes at ISC that returning members, in good standing, should only pay the new application fee rather than the back membership.
- Turkkan suggested that the committee prepare for a message to SKÅL International. Citing that SKÅLUSA was not given any information, or goals going forward. Turkkan suggested that SKÅLUSA makes a statement that SKÅL International needs to provide direction for the clubs. Turkkan will draft a letter of issue points to present at the meeting and submit to the committee for notes. Turkkan concluded her report.

### **VP of MEMBERSHIP – Toni Koster**

- SI Charlotte Update—Koster sent out the membership numbers. Overall the numbers show that most club membership maintained or rose, citing that 17 clubs rose in membership, with a total increase of 32 members. However, the number are continuing to go down year after year.
- Membership strategic Plan roll out—Koster submitted two incentive programs to have the EC review. The Committee had an opportunity to review Koster’s submitted plan.
  - The first was a proposal for new membership: a two night complimentary stay for the members to come to Reno. The offer is good for six months, from when they received the certificate. The members must be in good standing for 90 days and/or attend three meetings in order to be eligible. Certificate is non-transferrable and limited to active and associate members only. This will be used as a 2017 promotion, with opportunity to renew in 2018. Further discussion, President Holly suggested that the promotion change for the new member to be in good standing for 60 days and/or attend two meetings. Koster will revise the plan and submit to the EC for approval. Upon approval, the promotion will be sent out to the clubs.
  - The second was for member-referrals for new members, for the SKÅL member that recruits the most amount of members throughout the year would receive a free registration to the NASC conference including round trip airfare. The recruiting member must recruit a minimum of five members, those new members must be in good standing for a minimum of 90 days, the new member must attend three meetings, the new member must pay the 2018 dues by January 30, 2018, and the referring member must notify Toni Koster of who they referred and when. The new member must also be an active or associate member (this does not include Young SKÅL). The winner (who recruits the most members) will be announced at the Congress with a plaque. Hagen noted that running the numbers, to break even we would need 32 members. Hagen suggested that instead we cover the registration, room (single occupancy room) and up to \$ 500 reimbursement for airfare. The Executive Committee agreed. The incentive will run April 1 through February 28. The award is non-transferrable.
  - In the event of a tie, the two leaders will enter a drawing to determine the winner.
  - Koster will rewrite the incentive program suggestions and submit to the EC for final review.
- PROST Discussion—Koster noted that the main difference between PROST and SKÅL is the those in PROST feel that they do more to help business to business than they would in SKÅL. . Other differences included: the \$85 per year for annual fee, \$50 for lunches. PROST representative

believes that PROST is better known for what they do than Skal. Koster requested if we could come to their next meeting and do a presentation on Skal; she is awaiting a response. President Powers noted that PROST is old SKÅL. Turkkan did not agree that this presentation should happen. Koster concluded that it could be helpful because PROST does not realize women can join SKÅL; this presentation could help clarify what SKÅL is about. Ryan noted that SKÅL needs to work to make the organization more relevant.

#### **DIRECTOR of MEMBERSHIP – Jim Dwyer**

- Progress on update to MOI and any by-law and Articles suggested changes - Jim & Art
  - It needs to be cleaned up, the pages need to match and it needs to contain relevant information. Committee also recommended that the MOI be condensed for relevant information only. Ideally it would be 25-30 pages in total. All EC committee members agreed that this is the direction Allis should take the MOI.

#### **DIRECTOR of MEMBERSHIP – Dave Ryan**

- Fundraising plan and committee including date online auction will be ready to be used—Ryan reported that not much has happened on the fundraising. He attended the Tourism Cares event and represented SKÅL. Ryan noted that he would like to continue to work with Tourism Cares. Burkkan inquired about a fundraising plan, Ryan reported they will have a plan to report to the membership.

#### **DIRECTOR of PR & COMMUNICATIONS – Steve Richer**

- PR/ Communications & Website Committee—In the last meeting the following points were discussed:
  - (1) Support of Project Time-Off—encouraging employees to use their vacation time
  - (2) To embrace Public and Private Partnerships—Including support of National Parks
  - (3) Freedom to travel with security and to expedite the processing time
  - (4) Support of the trillion dollar infrastructure coming from the Trump Administration, specifically investment in airports and train stations
  - Richer requests that the committee motion's to support these items. Powers makes the motion to accept the items, seconded by Dwyer. All in favor, the motion passes.
  - Looking forward these point will be featured on the website and announced in a press release.
- World Congress India Discussion—President Powers discussed twinning SKÅLUSA clubs with SKÅL India clubs. There will be a twinning-ceremony at the World Congress. As of now the Washington club will be twinned with Delhi club (capital to capital). Powers reported that in the next few weeks they will be sending out the lists to see if any clubs are interested.
- Press Release Discussion—Turkkan suggested that a press release is sent out every two months to maintain consistency.
- Interactive Map on the Site—The map will be completed in two phases. They are using a Google-approach and the map will be expanded to have an interactive map. The remainder of the update was included in the consent agenda.

#### **OTHER BUSINESS**

- Membership award for referring new members to own or other club Membership award for most new members referred by a member—Addressed in Toni Koster's report .

- Should Skål members be allowed to be a member at any SKÅL Club they want?
  - Discussion—Ryan stated that a member should be allowed to belong to whatever club they choose, raising the point that a business geographic region and personal geographic region are often not the same. Turkkan stated that could raise the issue of the large clubs overflowing, meaning the loss of small clubs. The small clubs would request a membership cap and that would change the initial charters of the clubs. Turkkan concluded that she believes that this option contradicts the establishment of the SKÅL structure. Hagen inquired if something in the statutes required a member to be a part of the SKÅL club within a certain parameter to them. Richer motioned to table the discussion pending a recommendation. Toni seconded it, all in favor, motion to table passed.
- YS approach – drop Student category or change to YS Professional
- Future of SIUSA Reps
- Should the club of the year award be a single registration and drop the \$1,000 award as this is a mandatory meeting
  - Hagen recommended to make it \$1,000 as it is less exposure. Hagen motioned to change the award to just \$1,000, Turkkan seconded, all in favor, motion passes.
  - Richer recommended going forward the members have the recommendations ready for discussion.
- Will the club winning the award be given the \$500 credit—The Committee discussed changing the credit to \$1,000. Hagen proposes that the winner of the Club of the Year 2018 receive \$1,000, seconded by Koster, all in favor, motion passes.
  - Going forward Hagen notes that a credit is much better than a reimbursement. Eric Braendel (ABA Staff) and Hagen will come up with a form to apply for a credit and will have the EC Approve.
- Should the \$500 credit be a % of membership rather than a set dollar amount

## **ADJOURNMENT**

Turkkan motioned to adjourn the meeting, seconded by Hagen. There being no further discussion, the meeting was duly adjourned.

Respectfully submitted by:

Zoe Deloglos, American Bus Association