

## 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, May 8, 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	Jim Dwyer – Director of Membership
Anita Peck – Sr. Auditor	Toni Koster – VP of Membership
Art Allis – Junior Auditor	Steve Richer – Director of PR & Communication

### **Committee Members not present:**

Cyndi Golden – International SKÅL Counselor  
Dave Ryan – Director of Membership

### **Staff present:**

Zoe Deloglos                      Matt Manousoff

### **CALL TO ORDER**

The meeting was called to order on May 8, 2017 at 4:05 PM EST.

### **APPROVAL OF MINUTES**

The consent agenda was presented to the Committee, with no discussion Dwyer motioned to approve the agenda as it was submitted, Hagen seconded. There being no abstentions the motion carried.

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

- President's Report
  - Will we charge clubs who do not attend the NASC Conference?
    - Discussion on the recourse on if a club chooses not to go. As of now, only one club has confirmed they are not attending. Richer made a motion to make the penalty amount \$250, seconded by Hagen. Floor opened for discussion. Committee discussed splitting the difference, the clubs are given \$500, and if they choose not to attend they are charged \$500. Motion to amend the proposal to charge \$500 per club instead of \$250 effective immediately made by Koster. Seconded by Turkkan. Koster also noted that a notice needs to go out to the clubs as a reminder. All in favor, no abstentions, motion carried. The new fee for clubs not participating in the NASC Conference is \$500.
- 1<sup>st</sup> Quarter 2017 Financial Report
- VP Administrator's Written Report
- IS Councilor's Written report
- VP Membership's written report
- Directors of Membership's written reports(2)

- Director of PR & Communication's written report
- Final Review of SI Orlando proposal for the AGM

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

- SI Los Angeles Past Due- Hagen reported that dues have been received and all dues have been received.
- Report on August virtual NCM meeting procedures- Hagen invited Manousoff to brief the Committee on the virtual meeting. The Committee inquired about the opportunity to use a video screen during the NCM, Manousoff will look into the mobility of the camera stream from attendee to attendee as they ask questions. During the demonstration we learned that meeting Panelists are unable to vote. Go-To-Webinar is not readily set up to hold large scale votes that will take place at NCM. Turkkan proposed roll-call voting. President Powers brought up the importance of coming up with a registration form with the information that we need, noting that we will likely become aware of the assigned delegate much closer to NCM. After much discussion President Powers proposed that voting at the NCM webinar be done via roll call. Hagen seconded, all in favor, no abstentions the motion passes.

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

- Club of the Year Candidates – Update on Video submissions
  - Turkkan reported there are two candidates for club of the year: Arkansas and Nashville. Arkansas has submitted their video, Nashville has not. Turkkan spoke to the Nashville club, they will have more information on their video soon.
  - Turkkan invited Koster to speak about Membership. Koster proposed that the VP of Membership position term be pushed to two years so that they can be more effective. Koster proposed that the EC recommends Orlando amends their charter to include the VP of Membership as a two year term. Turkkan seconded. Discussion took place, Richer brought up the importance for all positions to be two years, citing that one year is not long enough. Koster proposed that the EC recommends to the Orlando Club that they change their VP of Membership to a two year term, there being no discussion, all in favor, no abstentions. The motion passes.
- Presidents Webinar – June 1 2017
  - Turkkan asked the EC if they had any content suggestions. One of the topics could be the AGM and NCM agendas, to review and answer any questions. Membership growth will be a topic on the webinar,
- NASC/ AGM Preparation & Agenda Review before final post on May 16
  - The MOI is still in the works, so there will be no report made on the MOI.
- NASC Survey Results short review on USA Perspective
  - As of today there are 104 responses, this is a low percentage from the members. Turkkan is working on a detailed report to review with the NASC Committee.

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

- Absent @ ISC Meeting in South Africa
  - The EC requests Golden creates a detailed report for the committee as well as the members for the next meeting.

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

- SI Phoenix Update – Koster reported that she sent the club the registration list of past members and what they will need to start up a club again. Tom Moulton will assist going forward. Koster reported that they are moving forward with Richmond and possibly Savannah, noting that Richmond will be the first one. Fresno, CA is also looking at opening up a chapter as well. Charlotte is having a membership drive next week, Dwyer will attend as a representative from the EC.
- Membership strategic Plan roll out – Status of Implementation of the 12 recommendations. Koster reported that they have narrowed it to 10 recommendations, the 10 that could realistically be carried out. They were also looking for an award to give a member who has done multiple things for Skal, there is a member of distinction award that has been recommended for both Carlos and Tom. Going forward they cannot use the name Mark Twain for financial reason, but they can use Bill Sweet – it will be the Bill Sweet Member of Distinction Award. Koster also reported that the Skal Colorado requests that the award be recognized at the NASC Award. Koster motioned that the EC renames the Member of Distinction Award to the Bill Sweet Member of Distinction Award. Dwyer seconded, all in favor, no abstentions, motion passes.
- “Membership Incentive Program” Feedback/ Update – Koster would like to send out an email updating the members on the status of the program, that it is working, and also soliciting any other members who would like to donate award certificates.

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

- Progress on update to MOI – Jim & Art – Art reported that he is on track and will have something for the EC to review before the NCM.

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

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

- Update on the follow up and final direction/ consensus on NGO’s in DC
  - Richer has followed up with the 9 organizations. He reported that he had a good meeting with the Secretary General of the UNWTO, they are happy to participate and looking forward to a relationship with Skal International.

### **OTHER BUSINESS**

- Update on SKAL USA Clubs twinning with India besides SI Washington DC?
  - Turkkán reported that we have no sponsorships yet, she also reported that the media kit is almost finalized.
- Why one member cannot bring another member/friend to the organization as a new member?
- How will the funds be distributed received from Sponsorship & Advertisement Committee?
- Request received from members to upload ‘how to’ videos on ‘Basic SKAL Club officer tasks’ on members area
  - Turkkán reported member feedback that there is miscommunication of important information in Skal officer tasks as there is membership turn over. Going forward, they will look at options to create these videos.

### **ADJOURNMENT**

There being no further items for discussion, Dwyer motioned to adjourn the meeting, seconded by Hagan. All in favor, no abstentions the meeting is adjourned.

Respectfully submitted by:

Zoe Deloglos, American Bus Association

*The next Executive Committee call will take place in June.*