

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 Thursday, June 1, 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
Cyndi Golden – International SKÅL Counselor	Toni Koster – VP of Membership
Art Allis – Junior Auditor	Steve Richer – Director of PR & Communication
Dave Ryan – Director of Membership	

Committee Members not present:

Anita Peck – Sr. Auditor

Staff present:

Zoe Deloglos

CALL TO ORDER

The meeting was called to order on June 1, 2017 at 4:03 PM EST.

PRESIDENT’S UPDATE – Holly Powers

- Review of the Consent Agenda for AGM/NCM Meeting. Powers directed Turkkan to remind the delegates to print and review the agenda for NASC. The AGM will take place in the morning and the NCM will take place in the afternoon.
 - Agenda Item 7 was reviewed; all proposals for amendments that will be voted on.
 - Turkkan brought up the issue of time when delegates take the floor and how many times a delegate can take the floor. Golden noted that a delegate should have the opportunity to respond, and have a closing statement. Turkkan also noted that in SI delegates could speak for 3 minutes. Powers noted that Presenters will not be held to the 3 Minute rule, only those commenting.
 - Turkkan proposed adopting the Skal International Rule of a 3-Minute limitation on the delegates for discussion. Seconded by Golden. Richer raised the issue that imposing this without notice could raise an issue with the delegates.
 - Richer proposed to amend Turkkan’s proposal. Richer’s new proposal is that the EC will submit to the delegates a proposed 3-Minute limitation on all discussions before the presentations take place. Hagen voiced his approval of Richer’s suggestion. Hagen seconded the amendment to the proposal.
 - In Favor: Hagen, Dwyer, Ryan, Richer

- Opposed: Koster, Turkkan, Golden
 - Motion passes
- Return to the AGM Agenda Discussion. There will be no video clip used for the presentation of the Club of the Year Award, videos have not been included in the past in consideration of time.
- Agenda for NCM Discussion. Turkkan will need to determine quorum again. There will be another review of the Consent Agenda. Hagen will present the 2018 Budget. Voting will be done via the color cards. Golden will give a review of the ISC Meeting. Turkkan will introduce the media kit. Richer will present items approved by The Advocacy Committee. The Member of Distinction Award(s) will be presented, followed by the Twinning Ceremony. The NCM will adjourn. The Open Forum will begin; it is being hosted by Hagen and Koster.
 - The proposed lunch break time is 12:30. There will be no dine-around.
 - There will be 2 Hospitality Rooms (One for USA and one for Canada). The rooms will be open 10 PM to 1 AM on Thursday and Friday night only. They will be hosted by the Hotel, a bartender will be in each room. There will be drink tickets given out, two per person. After that there will be a cash bar. There will be no hospitality room the night of the Gala.
- Powers asked if any members would like items removed from the May Consent Agenda. There being no requests, Ryan proposes the acceptance of the May Consent Agenda. Seconded by Hagen, there being no further discussion, all in favor – no abstentions. The May Consent Agenda is approved.

FINANCIAL REPORT – Alton Hagen

- SKÅL USA 2018 Proposed Budget Draft Review – Hagen submitted the first and second draft of the budget to the EC. Total expenses increased by \$7,000. The budget still ends with a \$4,000 End of Year Surplus.
 - The number of members for 2018 includes a 5 percent decrease in the numbers from 2016. The expenses were averages of the years of 2013-2016. The travel and meeting expenses stayed within line of the bylaw change that allowed no more than 50% spent of the Skål USA membership dues received in the prior year. Right now, we have already received about 98% of Membership Dues. We're looking at \$130,000 in revenue for membership dues for 2017. Going forward if any adjustments need to be made, we will manage to cash flow, on an issue by issue basis.
 - Turkkan motioned to accept the budget proposal for the NCM. Seconded by Richer, all in favor, no abstentions – motion passes.

VP of ADMINISTRATION – Burcin Turkkan

- Review of SI Atlantic City proposals for the AGM
 - President Powers requested the EC gives input on whether the EC should issue an opinion on the changes to the Bylaws. Koster recommended that it is left up to the membership, Hagen, Dwyer and Ryan agreed. The statement will be that the Executive Committee will defer to the wishes of the membership.
- Presidents Webinar – June 1, 2017 – Review
 - Eleven Club Presidents participated and registered. For the third webinar, the proposed date is within the first week of December.
- NASC/AGM – NCM Agenda's final review before changes to the posted on June 2 final

- There will be 42 clubs attending, there will be a total 47 votes, and a total of 56 delegates. Santa Fe, Puerto Rico, Portland and Los Angeles are not attending. Final numbers will not come up until everyone has signed in.
- President Powers noted that blue shirts need to be worn for the opening ceremony and for the all-day AGM and NCM. For the Gala, black tie is not required but encouraged for men and ‘glamorous’ for the women.
- AGM/NCM/Members Forum Presentation/Meeting Schedule/Details Review
- Turkkan brought up the suggestion that when we send out the media kits, a certain percentage is sent back to the clubs where the referral comes from. Koster brought up that the standard percentage with media is usually 15%.
 - President Powers proposes that 25% goes back to the Club, seconded by Turkkan. No discussion, all in favor, no abstentions – motion passes. This change will be included in the media kit.

INTERNATIONAL SKÅLCOUNCILOR – Cyndi Golden

- Update on Upcoming SI Nominations—David Fischer will be leaving the board with two members running for the presidency. There will be at least one VP position available, and two Director positions available. There will be more information available after NASC.

VP of MEMBERSHIP – Toni Koster

- SI Phoenix Update
- We are going to open the Richmond Club, we also might be able to open a club in Savannah. It looks like Phoenix will also be up and running in 2017. Ryan is working with a potential club in Fresno. Koster expressed concern about the club in Reno running without her.
- “Membership Incentive Program” Feedback/Update – Koster reported that a Myrtle Beach member has already referred 3 people. Koster reported a lot of positive feedback regarding the incentive program.

DIRECTOR of MEMBERSHIP – Jim Dwyer

- Progress on update to MOI – Jim Dwyer & Art Allis
 - Allis has created two separate indexes, one specifying SKAL International and the other for SKÅL USA, eliminating much of the text with abbreviations. Allis previously proposed to President Powers and Dwyer that he will create a third document that will be the Membership Guide, it will be unabbreviated and detailed. Allis will have these to present the audience at the NCM.
- Dwyer reported that the Long Island Club just added 5 New Members and 2 Young Professionals

DIRECTOR of MEMBERSHIP – Dave Ryan

- Ryan has been working on the revival of the Fresno Club. He has set a goal to have a larger membership event in September or October to relaunch the club.

DIRECTOR of PR & COMMUNICATIONS – Steve Richer

- Richer brought up supporting the continuation of Brand USA. The members of the Advocacy Committee voted unanimously to approve that; the press release is written and ready to be posted

upon the approval of the EC. Hagen moved to support Richer's proposal to add Brand USA as one of SKÅL USA's main objectives. Seconded by President Powers, there being no abstentions, all in favor – the motion passes.

- Update/Results on the Final Direction/Consensus on NGO's in D.C.
 - Four of the twelve NGO's have already submitted content for the website.
 - A SI Hawaii member has proposed a sustainable award to be given out within SKÅL USA.
 - Next month there will be a review of the procedures of what goes on the website. There is currently not enough capacity to post extra information within the Club Locator (i.e. a Club President's name), the website facilitator is requesting a \$200 payment to complete the project. Richer moves to request a \$200 authorization fee to finish the Club Locator. Hagen seconds the motion. All in favor, no abstentions – motion approved.

OTHER BUSINESS

- Sponsorship/Advertisement Committee Request; Newsletter format change via ISSUU Annual Cost \$400 – Goal to have a more professional look and receive advertisements on it
- Website Committee's Review of needs for the Website in the Future

ADJOURNMENT

- The meeting was adjourned at 6:01 PM

Respectfully submitted by:

Zoe Deloglos, American Bus Association

The next meeting will take place at the AGM/NCM on June 17,2017.