



Skål USA WEC Minutes

Meeting Place: Hotel Commonwealth, Boston, Mass.

Date: January 18, 2019

Members of Executive Committee:

President: Lisa Conway

ISC: Holly Powers

VP Administration: Jim Dwyer

VP Finance: Alton Hagen

VP Membership: Dave Ryan

VP Communications and PR: Tom Moulton

Director of Membership: Richard Scinta

Director of Membership: William Tullmann (absent)

Also present Senior Auditor JoAnne Ford and Junior Auditor Art Allis and official observers Robert Lowell Skål NNJ, Iris Salazar Skål New York, Lorain Sartain Skål Atlanta, Morgan Maravich Skål Washington

Meeting called to order by President Lisa Conway at 10:05AM

Jim Dwyer did the roll call and noted that Dave Ryan would be delayed because of flights and William Tullmann would be absent due to an executive meeting at Sandals.

President Lisa Conway welcomed the executive committee and guests who were present and led the Skål toast. She mentioned that Past Skål USA President, Burcin Turkan, was absent due to medical issues. Burcin called in via Skype to wish every well and regretted not being present to pass the chain to Lisa. She also gave her Past Presidents report, highlighting her achievements of membership growth, adding new clubs, adding a job board to the website, and podcast with prominent members.

Conway also expressed regret that SI President Lavonne Wittmann was unable to attend due to last minute VISA issues related to the shutdown. Lisa read an email from Lavonne expressing her regrets.

President Conway would like to focus the 2019 year on engaging our membership, while actively encouraging membership to “get to know” each other again by networking across clubs in the US. The focus for this should be through social media campaigns, Member Spotlights, and other communication means (such as publishing a Welcome to New Members in our newsletters, listing names, companies and contact info). We should also continue focusing on the creation of new clubs.

President Lisa Conway will also reinstate the calls to Club Presidents and Reps for 2019 and has assigned 5 calls a month to each board member and the Auditors. Conway would also ask that we continue our President & Rep webinars once a month, and has passed out a sign up sheet, which will be compiled and distributed by Jim Dwyer after this meeting.

Conway also confirms that the monthly EC calls will continue on the first Monday of every month at 4pm est, with the exception of September (Labor Day), which will be determined at a later date.

President Lisa then asked for approval of the EC 2018 yearly reports. The motion passed unanimously.

1st motion Richard Scinta, 2nd motion Holly Powers

Lisa then asked for approval of the December 2018 EC webinar minutes and financials. This was approved unanimously. 1st motion Jim Dwyer 2nd motion Tom Moulton

VP Finance Alton Hagen stated that the 2018 Financials have not yet been closed out. He said that a preliminary review of 2018 financials indicates we barely ended the year in the black which was actually better than he anticipated during the final quarter of the year. We are a little more than \$1,000 in the black and about \$2,500 below budget expectations. Accounts Receivable are negligible with only one club significantly behind in payments. SI Jacksonville is the club in question and that topic has been discussed in previous EC meetings. He plans to address the 2020 budget after receipt of the final Financial Reports for 2018 are received and hopes to present the draft 2020 budget to the EC prior to the March EC conference call for discussion during the conference call. He also brought up the question of the “Cost Of Acquisition” of new Skål members i.e. is the money spent by Membership in gaining new clubs and members being covered by the membership dues of those new members each year. It appears that is not the case “In the year, for the year”. If those new members continue as members for at least 3 years, then the cost of acquisition may be offset by their dues. he asked the membership committee members to consider to try and create some guidelines or parameters against which the question of ROI can be quantified. Alton also reminds the board that travel insurance is no longer purchased for the entire board, but just for the President and ISC Councilor. Each board member should buy their own policies and submit for reimbursement when traveling on SKAL business. In addition Alton brought up for discussion whether we should reimburse Skål Arkansas the \$500 credit for attending NASC in Playa Mujeres which had previously been voted down. After much discussion it was decided that even though Skål Arkansas had won Club of the Year and the \$1000 award they were still entitled to the \$500 credit. It was put to a vote and the EC unanimously voted aye. We will notify Skål Arkansas of the result.

Approved unanimously 1st motion, Richard Scinta 2nd motion Tom Moulton

Jim Dwyer reported on the Skål USA data form. He said that he and Tom Moulton worked on the form and the good news is that they’ve cut the form by 2/3s and made it much simpler for the clubs to complete and submit. He said most of the information was redundant since it can be found on Skål.org. Only relevant officers and their phone and email information was included.

ISC Holly Powers reported on the Florimond Volckaert fund and mentioned the clubs that had donated. She also mentioned that it was unfortunate that some clubs that had received assistance because of floods, fire and hurricanes had not donated to the fund. Holly also spoke about the state of NASC and World Congress bookings. Both are having difficulties with their website and she is concerned about having a quorum in Hawaii. She said that clubs should have fundraising events to provide funds for travel to NASC. With the latest club numbers both Richmond and Atlantic City have fallen below 15 members and will not have a vote but even with a reduced number of eligible clubs we still need 3 or 4 more clubs to register. Likewise the bookings for the World Congress cruise are going very slowly and Royal Caribbean will start recalling cabins in March. We have to push clubs to register so we can not only have a quorum but to show strength in numbers.

It is noted that Dave Ryan, VP Membership, has arrived at 11:45am.

VP Membership Dave Ryan reported that Skål USA had achieved its goal of 2000 members and was currently at

2018. He mentioned that Skål Central California would most likely receive their Skål approval later in January. The proposed club in Lexington suffered a setback when Catherine Prather, who had been spearheading the membership recruitment had to stop due to increased work load. Dave said he has others who may pick it up. He also discussed clubs like Richmond and Atlantic City who were in serious trouble and would reach out to them. He briefly discussed the situation with the former Hampton Roads members who cannot come to meetings in Richmond. Other clubs that are being considered are in Milwaukee and Savannah.

VP Communications & PR Tom Moulton reported on the transition all of the Social Media duties from Jim Dwyer which includes Facebook, LinkedIn, Instagram and Twitter. These should all fall under Communications & PR. A discussion followed concerning what should and shouldn't be posted. Holly suggested only Skål USA posts should be made while Jim said that it was important to include International Skål posts to show existing and potential members the global aspect of Skål. Lisa said there should be more discussion boards to generate more interest. And the posting of obituaries should be kept at a minimum so as not to drive prospective members away.

Tom then spoke about his work on the Skål USA website, its issues and content. He also mentioned that we should reduce the number of issues of the Skål USA newsletter from 4 to 2 to give clubs more time to post and tell us more about their members and special events.

The group discussed the Rebound TAG proposal which was rejected because of cost and the number of tags that would have to be ordered to make it viable. Holly briefly discussed Tourism Cares in Puerto Rico which will be a meeting and not a building project. She said we should not attend and the EC agreed. A proposed date change for the 2020 WEC was discussed but no consensus was achieved. Destination Capitol Hill was discussed and it was decided that attendance wasn't beneficial to the club. Lisa then discussed the letter that was received from ex SI President Susanna Saari answering our questions re procedural issues at the World Congress. The response which was prepared by a Spanish lawyer cited Spanish laws that superceded our Skål statutes and bylaws. The EC board will respond to the Spanish Association law decision with a request that SKAL International send us the Association law in its entirety so we can educate ourselves, and further follow up with them..

The meeting was adjourned at 4PM

Because the Digital voice recorder went missing en route to ABA in Washington the minutes were recreated with help from all EC members who were present.