

MINUTES OF THE AUGUST MEETING OF THE 2018 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, August 6th at 4 PM EST.

The following Committee Members were present at this meeting:

Burcin Turkkan – President	Holly Powers – International Skål Councillor
Alton Hagen – VP of Finance	Jim Dwyer – Director of Membership
Richard Scinta – Director of Membership	JoAnne Ford - Junior Auditor
Art Allis – Senior Auditor	Steve Richer – Director of PR & Communications

Absent:

Lisa Conway - VP of Administration	Dave Ryan - VP of Membership
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Call to Order

President Burcin Turkkan called the meeting to order at 4:00pm ET. Given the absence of the VP of Administration, Lisa Conway, President Turkkan held roll call.

President's Update – Burcin Turkkan

- Approval of Consent Agenda. Dwyer motioned to approve the consent agenda, motion seconded by Powers. There being no discussion, all in favor, no opposed, no abstentions. Motion passes.
- Atlantic City Request for Waiver of NASC Non-Attendance Fee. President Turkkan reviewed the circumstances that lead to SKÅL Atlantic City not attending NASC, following the recap, Turkkan opened the floor to the EC to discuss the matter asking for motion. Motion made by Alton Hagen and seconded by Holly Powers to waive the non attendance fee for SI Atlantic City. Richer let the EC know he spoke to members of SI Atlantic City and that he believes that leniency would be appropriate. Hagen asked what, if any, extenuating circumstances merit differential treated regarding SI Atlantic City. Powers noted that the members of SI Atlantic City had foreknowledge about this fee and asked why this request wasn't made prior to NASC. Hagen proposed that SI Atlantic City have their NASC Non-Attendance Fee waived. Motion seconded by Powers, the floor is open for discussion. Powers reminded the EC that SI Atlantic City had always attended and participated in NASC. President Turkkan reminded the EC that they had denied SI Charlotte's request for waiver and that was also a last-minute medical emergency. Ford reminded the EC that their response to this request will set a precedent for future waiver requests. On that, Richer remarked that given the SI Charlotte decision, it would not be equitable for the EC to give SI Atlantic City a waiver. Turkkan asked for final comments and made the call for a vote , none in favor, all opposed, no abstentions. Motion fails to pass.
- SKÅL Member Benefits Webpage. President Turkkan notified the EC that the new webpage was announced to the membership three weeks ago, and that there are currently ten SKÅL Member Benefits made available through the site. Turkkan told the EC that she is still waiting on the final cost from Chile, but that she does not anticipate it to be over \$450. When she gets the final number, she will email the EC.
- NCM Agenda Final Review. To date, there have been no bylaw proposals received from the Skål USA clubs.
- ABA's 2019 Marketplace. Turkkan raised the possibility of having a booth at the upcoming ABA Marketplace in Louisville, KY. Powers reminded the EC that SKÅL has not had a booth in the past

two years because it was not effective. Turkkan noted that given the location, there are two SKÅL clubs that could work the booth, so there would be no need for the EC to travel. Richer discussed his past experiences at Marketplace and the benefits of being able to walk the floor. Turkkan expressed that she thinks it would be beneficial to SKÅL USA if there is no additional cost. Hagen stated that he could only give his support if SI Louisville submitted a detailed volunteer schedule. Turkkan tabled the matter and the EC will discuss at their next meeting, after speaking with SI Louisville.

Financial Report – Alton Hagen

- SI Jacksonville Outstanding Balance. Hagen recapped the outstanding issue: SI Jacksonville has overdue fees spanning the last two years. Their last communication from the club was dated June 7, 2018 and was from Michael Cunningham stating that the club will not pay the invoice and expressing their grievances regarding the past due amounts. Hagen reported that the EC's only recourse is to file a letter of sanction with SKÅL International. Ryan remarked that the EC needs to decide if they will go forward with the sanctions or look the other way. Powers inquired as to why Michael Cunningham was the source of this communication as he is not the current club president, nor the treasurer. Hagen reported that both the current president and treasurer were copied on Michael Cunningham's response to the EC. Turkkan suggested that the EC notify SI Jacksonville about the next steps that they will take if the fees remain unpaid. Both Powers and Hagen agreed that this is the responsible course of action. Hagen motioned that President Turkkan will submit a letter of sanction to SKÅL International if SI Jacksonville does not pay the outstanding payment. Hagen amended the motion to include that before a letter is sent, President Turkkan will initiate a conference call with the leadership of SI Jacksonville advising them of their next steps. Dave Ryan seconded the amended motion. There being no further discussion, a vote was called. All in favor, no opposed, no abstentions, motion passes.
- Disbandment Funds. Hagen reviewed the current disbandment fund policy with the EC and motioned that the EC clears off any disbandment funds that have been on the books for ten or more years. Motion is seconded by Powers, floor opens for discussion. Hagen reported that the actual amount in disbandment funds is \$4,700. After much discussion, a vote was called. All in favor, no opposed, motion passes.
- Club of the Year Award vs. AGM/NCM Rebate. Hagen asked the EC if there needs to be a bylaw amendment so similar request is avoided in the future. After discussion, the EC recommended that Allis add a footnote to the MOI clarifying that if a club wins club of the year, thereby not paying for their registration, they are not eligible for the AGM/NCM Rebate. Allis agreed and will add the footnote.
- Anticipated 2018 Deficit. Hagen notified the EC he expects a 2018 deficit. He anticipated that it will be less than \$20,000, but that they will be dipping into cash reserves.

VP of Administration – Lisa Conway

- WECM 2019 RFP Update. Turkkan reported that the EC has received RFPs from SI Boston, SI Myrtle Beach and SI Chicago. Turkkan told the EC that Conway will be following up with clubs who submitted but are not meeting the RFP requirements. Turkkan concluded by telling the EC that she and Conway will present the final updates to the EC at their next meeting.

International Skål Councilor – Holly Powers

VP Membership – Dave Ryan

- New Clubs Status Update. Ryan reported that the new Phoenix club is being invoiced from Spain this week and will be an official club on August 29th, with their 24 founding members. Ryan noted that the Fresno club is struggling a little, citing two of their board members had to step down for unrelated reasons. The Lexington club is excited to get the ball rolling, Ryan is setting up another

conference call with them, they are planning a Launch Event around October. Ryan has not heard back from the letters and calls he's left with the Milwaukee and Detroit prospects. Ryan also told the EC he has had difficulty getting in touch with his contact in Savannah, he thinks that if they can get together a launch this fall that a Savannah club could be up and running by the end of the year.

Director Membership – Jim Dwyer & Richard Scinta

- Dwyer reported that they will determine a time frame and schedule to release the prepared testimonials on LinkedIn. Scinta told the EC he had reached out to a contact to potential start a club in Niagara Falls, he has not yet received a response.

Director PR & Communications – Steve Richer

- Survey Review & Advocacy Committee Suggestions. Richer reviewed the committee's recommendations and motioned that the EC accept the recommendations made by the Advocacy Committee. Powers seconded the motion. Turkkan thanked Richer and requested that he send his prepared press release to the EC for their approval/suggestions. The EC will review the press release and return with their suggestions and approval. There being no further discussion, a vote is called. All in favor, no opposed, no abstentions, motion passes.

New Business

- Trademark Status – JoAnne Ford. Ford previously emailed the EC with the details of the trademarking process, she noted that it is critical that the EC decides what name or logo is to be trademarked as each variation requires a different trademark. Powers noted that the name on their official documents is SKÅL International United States of America. Hagen stated that they need to trademark any variation of the name they feel is appropriate and listed off SKÅL USA, SKÅL International USA, the SKÅL logo and SKÅL International United States of America. Hagen also put forth that a global search would not be necessary, but a state-by-state and commonwealth search would be appropriate. Turkkan asked the EC if there needs to be a budget for this project. Powers recommended that they trademark all four, saying she did not want to risk losing a trademark. Hagen suggested that the EC puts together a committee to further discuss this project. Ford will send out an email to the EC for that future committee meeting.

Powers motioned to adjourn the meeting. Motion seconded by Scinta. There being no further discussion, a vote was called. All in favor, no opposed, no abstentions, motion passes. The National Committee Meeting will take place at 10 AM EST on September 14, 2018 at the ABA Offices located in Washington, D.C.