

MINUTES OF THE JUNE 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, June 4 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

Call to Order

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

President's Update – Burcin Turkkan

- Approval of “Consent Agenda” of Executive Committee May Reports – Motion to approve made by Dwyer. Seconded by Scinta, all in favor, no opposed, motion passes.
 - President's Written Report
 - End of April 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 & Communications written report
- IPW Review - Turkkan reported that they are preparing follow up letters to their contacts. Turkkan noted that Richer and Dwyer have greatly assisted in helping target potential stated for clubs and clubs that are in jeopardy. The EC has received a lot of good feedback and noted that they have three to five cities interested in starting a new club or reactivating an older club. Turkkan emphasized the importance of following up with all the contacts that were made and sending out the follow up emails. Turkkan also noted they met many people who were interested in an individual membership with Skål .
- Upcoming NCM will take place on September 14th. President Turkkan asked the EC to go ahead and book their air travel and send a confirmation to Conway and to copy her on the email. Turkkan reviewed the agenda that was used last year. She reported that Conway will begin to prepare a draft for this year and asked the EC to begin to consider what should be added to the agenda. In the discussion, Hagen cautioned the EC noting that they are running ahead in EC travel costs from where they were last year and suggested that the Auditors attend the NCM remotely, rather than flying to attend in Washington, D.C. Turkkan asked the EC for their input, there was consensus and Auditors Ford and Allis agreed that it would be in the EC's best interest for them to attend the NCM remotely.
- Upcoming SI World Congress - Turkkan reported that the website is up and running. Powers reported the SI Kenya is offering a 10% discount to all attendees who book and pay in full by July 15th. Powers also reported that she sent out a report to all Skål USA club presidents and their

representatives urging them to attend and participate in the World Congress. Powers also reported that she has not been able to get a list of who has already signed up to attend the World Congress this year. Turkkan reiterated that there are a lot of impending proposals with funding in question, so it's crucial for there to be more participation by Skål USA. Hagen asked if there is an opportunity for clubs to participate in the World Congress, and vote, remotely. Turkkan noted that she proposed a similar option last year that was rejected. Powers stepped in to remind the EC that this year is not a statutes year so they are unable to propose and vote on new statutes, but that the proposal should be made again next year.

- Turkkan also reported that while they have heard Skål International is working on a reply to the SI San Francisco letter, there has been no formal reply.

Financial Report – Alton Hagen

- 2019 NASC - \$200 Deposit for Lodging for EC members – Hawaii - Hagen reported that he has already provided the advance deposit for the future 11 members of the EC. Hagen noted that he still needs to make a deposit for the room reservations. Hagen also reminded the EC that in order to earn the \$500 credit, the club representative attending NASC will have to stay at the host hotel, and that this year the registration does not include a hotel reservations. Turkkan asked Hagen to put together a reminder for the Skål Newsletter and to send it to Conway.
- Form 990 for 2017 submitted (Revised) - Hagen thanked Auditor JoAnn Ford for her feedback and assistance with the form. Hagen also reported that this year they used a new CPA and managed to save over \$1,000 in fees from last year.
- September NCM in DC Participation - Hagen requested that the EC review the April and upcoming May financial report. Hagen reported that they are running way ahead with travel and meeting expenses in comparison to last year. Hagen also noted that membership revenue is 5% lower than last year. He feels Skål USA is getting close to having to dip into reserves to manage expenses to get through the year. That being said he provided two ideas for consideration: (1) The \$500 Credit for attending clubs - Hagen recommended that this credit is not sustainable. After some discussion, there was a proposal that this credit only apply to clubs with a smaller membership. (2) Board Expenses - Hagen noted that often board members will pay for their own travel expenses or he even suggested that EC members receive a stipend rather than all expenses covered. The EC agreed that the credit should only benefit the smaller clubs.
- \$500 credit to Skål International Arkansas as Club of the Year - A member from SI Arkansas contacted Hagen asking if their \$1000 award as Skål USA Club Of The Year prevents them from being eligible for the \$500 credit for attending the NCM. Hagen wanted to bring the issue to the EC for clarification. Hagen made a motion that SI Arkansas is eligible to receive the \$500 credit in addition to their free NCM registration from winning Club of the Year. Motion seconded by Richer. After much discussion, it was determined that per the language used, the \$500 credit only applies to clubs who have paid for their NCM registration, not to clubs who have their registration comped. There was a call to vote, no members in favor, all opposed, motion does not pass. Hagen reported that he will notify SI Arkansas. Turkkan also asked Allis to clarify language, that club of the year exempts the winning club from the \$500 credit.
- SI Charlotte - the \$500 fee for non-participation. Hagen reported the situation of SI Charlotte, the intended representative is unable to go due to an unforeseen health issue, and that despite their best efforts SI Charlotte has not been able to find a member to attend in their place. In the discussion, Powers noted that they were able to get the individual a full refund for their travel arrangements and registration fees. After much discussion, Hagen requested there be a vote on the issue for due consideration. The EC recommended that there be no exemption for the \$500 fee for non-participation, which the exception of Puerto Rico for the 2018 NCM. Hagen will advise SI Charlotte of the decision.
- SI Puerto Rico - There was a discussion of what funds were raised by SI Puerto Rico through their GoFundMe account. Hagen reiterated that SI Puerto Rico will have their 2018 NCM fee waived,

but they still have an outstanding fee for not attending the 2017 NCM.

- SI Jacksonville - Hagen reported that the club has accrued \$251 in finance fees. After discussion, the EC agreed Hagen will invoice SI Jacksonville for their \$500 non-participation fee and if the payment is received by the end of June, they will waive the outstanding \$251 in finance fees.

VP of Administration – Lisa Conway (Reported by Burcin Turkkan)

- Any upcoming items for NCM to be added on agenda for Bylaw change?
- Feedback on RFP's for WECM 2019 - In Conway's absence, Turkkan reported that emails have been sent out to club presidents and there seems to be a lot of interest. Turkkan reported that they will receive all the information a week in advance and will have an opportunity to announce at the NCM on September 14th.
- NCM Agenda - Turkkan also requested that the EC review the 2018 NCM agenda and to make any suggestions soon. Turkkan noted that the agenda should be proposed by July 14th.

International Skål Councilor – Holly Powers

- Update on Upcoming SI Nominations - Powers reported the nominations are open until June 30th, and that when she received information, she will pass it along to the EC.
- Feedback on Membership Development Fund/New Procedures - Powers reported that Yvonne with Skål International has been out on leave and is unable to be reached. Powers reported that so far, if a club approved a member, it is approved and that there is no need for Spain to approve it as well. Powers asked Ryan how his approval process was going. Ryan reported that he is approving new applications every 30 days - however that process has been delayed due to an entry issue on the website. They are waiting on Yvonne for a solution as to how to submit the applications online. During the call, Dwyer attempted to enter an application and ran into the same glitch as well. Power recommended that they reach out to Anna Maria to help resolve the issue. .
- Powers also reported a push that membership funds stay within Skål USA, rather than go back to Skål International. Powers also clarified that the club and membership funds will no longer be used for luncheons, that they need to show how this will reach new members and grow the club. Powers also reported that she request that those funds come to Skål USA first, noting that Skål International should not be making decisions that impact Skål USA, noting at how removed they are. Powers stated that she has received agreement on this from Skål International, but they have yet to put anything into writing.

VP Membership – Dave Ryan

- SI Fresno Update - Ryan reported that they have 12 membership applications, and that SI Phoenix has 18 membership applications. Ryan reported that both clubs will likely be full-fledged Skål clubs by next month. Ryan also reported that he is advertising for the clubs through LinkedIn.
- Ryan also proposed a "Membership Incentive Program" that will award a \$25 gift card up to 100 gift cards (totaling \$2,500 in funds from the budget). Turkkan requested that Ryan put this proposal in writing and send in to the EC so they can review and discuss it. In the discussion Hagen also reminded the EC that member retention is paramount, and suggested a \$15 gift card-incentive for a referring member upon the new member's membership renewal taking place. Ryan will submit the written proposal to the EC and they have the goal of presenting it at the NCM.
- Ryan also reported that following IPW, they have received interest in starting a Skål club from the following states: Louisiana, Kentucky, Wisconsin, Michigan, Palm Springs, CA, Texas, Ohio, San Diego, CA and Niagara Falls.

Director Membership – Jim Dwyer

- Update on possible formation of SI Hamptons- Dwyer reported that he is waiting on a prospecting list for 20-30 contacts. He noted that they could send out an email to clubs to start planning their

fall membership recruiting events. He also echoed the importance of touching base with contacts after IPW.

- Dwyer also reported that SI Chicago came back from NASC with the goal of reaching 80 members by the club's 80th anniversary, and commended them on their effort to increase their membership.

Director Membership – Richard Scinta

- Letter to Membership On YS - Scinta sent out a letter focusing on how to reach YS members. He will continue by focusing on what a club should do after they get YS members, how they can get involved and how they can contribute to the entire club. Scinta will send Turkkan what he has sent out.

Director PR & Communications – Steve Richer

- Richer reported his press releases on the Chris Thompson award, NASC and IPW all received really good pick up. The releases were also in the SI Newsletter.
- Turkkan noted they need to start drafting a press release of women in leadership in Skål .

Other Business

- PR update - Turkkan reported the job board platform is completed and that during the committee walkthrough, the members were very excited about the job board.
- Powers also asked about the timing of the NCM, Turkkan reported that it will be the same format as last year. Turkkan will also have Conway follow up with everyone about their travel arrangements for the NCM.

Richer motioned to adjourn the meeting. Motion seconded by Hagen. All in favor, motion passes, the June Skål USA EC Meeting is adjourned.