

MINUTES FROM THE OCTOBER 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, October 8, 2018 at 4 PM EST.

The following Committee Members were present at this meeting:

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

Call to Order

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

President's Update – Burcin Turkkan

- Approval of September EC Meeting Minutes - Dwyer made a motion to accept the September meeting minutes. There being no discussion, a vote was called. All in favor, no opposed, motion passes.
- Approval of Consent Agenda - President Turkkan asked the EC if they had any changes they would like made to the consent agenda. Hagen requested that they change the title of the financial report to reflect the month of August, rather than June. The change is made. There being no further discussion, Hagen motioned to approve the consent agent. Motion seconded by Richer. All in favor, no opposed, no abstentions, the consent agenda is approved.
 - President's Written Report – Burcin Turkkan
 - End of August Financial Report – Alton Hagen
 - VP Administrator's Written Report – Lisa Conway
 - IS Councilor's Written report – Holly Powers
 - VP Membership's Written report – Dave Ryan
 - Directors of Membership's Written reports (2) – Jim Dwyer & Richard Scinta
 - Director of PR & Communications Written report – Steve Richer
- Update on Trademark - Junior Auditor JoAnne Ford reported to the EC that she had made the initial trademark submission. She noted that it could take up to 90 days to receive a response from the United States Patent & Trademark Office, but that she expected to hear back after the holidays.
- Update on ADA Website Lawsuits & Skål USA Website Review - President Turkkan

reported that she has received a notice from Skål league John Mavros that his club website had received a notice of suit for not being in compliance with new ADA regulations. Mavros had suggested that they have the website reviewed to determine what portions were not in compliance - according to the webmaster, 77% of the site is in compliance. Hagen noted that these suits are being brought by attorneys taking advantage of the change in ADA regulations and suggested the EC learn exactly what portions of the site are not in compliance, and what the cost would be to bring the entire site into compliance. After discussion, the EC agreed that President Turkkan will get the details of what needs to be brought into compliance, and the cost and present the findings to the EC at the next meeting.

Financial Report –Alton Hagen

- NASC Host Bid – Hagen reported that he has already sent SI Honolulu the appropriate funds and that he has already reserved rooms for the ten EC members attending next year. Hagen recommended that the EC members who know they are serving next year should go ahead and book their flights.

Administration Update – Lisa Conway

- ADA Compliance – This was already discussed during the President’s Update.

International Skål Councilor – Holly Powers

- Recent updates on SI World Congress/Elections/Statues - Powers reported that last Friday they received an updated attendance list on the Skål International site, she noted that the list still was not complete as many members who are already registered are not on the posted list. Powers also reminded the EC that there is currently no quorum, and it is unlikely that there will be a quorum. In that event, any items that are voted on at the World Congress will be approved later when a quorum is in place. Powers reiterated the importance of each delegate being informed on what proposals are being brought forward and casting votes that are in the best interest of the clubs as a whole.
- FVF Update after Florence - Powers reported that they have not yet received any Florence-related requests. Powers reported that they had received a request for aid from a member who experienced flooding in their home, but that is the only claim of 2018. Turkkan requested that Powers have a comparison chart from 2017-2018 of donations for the next meeting. Powers agreed and also noted that most of the donations come in November each year, Powers also pointed out that only one club has donated to the Membership Development Fund.

VP of Membership – Dave Ryan

- Club Status Updates - For SI Austin, Ryan has prepared a prospecting letter to generate a fair amount of leads for the club. Overall in the month of August Skål USA saw 120 members added, not including those from Phoenix and Fresno, those new members will be counted in September. SI Fresno is hosting a membership drive on October 23rd with the

hope that they will meet the 15 member-threshold, so they can become an active club. Ryan won't attend in person but will Skype in to join. SI Fresno is hoping to be an active club by November or December. Ryan is also scheduling a call with SI Lexington to get a recruiting status update.

- Status of SI Puerto Rico - Dwyer reported that SI Puerto Rico requested to postpone an update call to next week, so more leadership will be available to participate. Ryan also raised the opportunity for Skål USA to tie in a Tourism Cares event with a membership drive for SI PR to give them some assistance and exposure.
 - Dwyer reported on his experience with Skål Roma, highlighting that 55% of their members are under the age of 45. Skål Roma also gave Dwyer a lot of files of what they are doing internally and externally, after he translates the files from Italian, he will send them out to the EC.
- Turkkan reminded Ryan that Skål International sent out a notice that some club reactivation fees are waived, so if clubs are able to meet the 15-member requirement this year, they could be eligible for that waiver.

Director of PR & Communications & Website – Steve Richer

- Tourism Cares PR Event - Richer reported on the recent Tourism Cares event he attended. He is waiting to hear back from Turkkan on the press release regarding Skål USA's involvement in preparing for next year's World Congress in Miami.

New Business

- NTA Meeting in Milwaukee - Turkkan told the EC that she had received an invitation for Skål USA to participate, but wanted to discuss it with the EC. The meeting will take place November 3rd - 7th; Ryan noted this could be a beneficial opportunity especially since Milwaukee is on the list of Skål clubs they have the goal of opening. Hagen and Conway advised against it since it is an appointment-based event. After much discussion, the EC decided not to attend the NTA meeting in an official capacity.
- ReBounce Bag Tag Proposal - Turkkan received an offer from a Skål Australia member who owns a company that manufactures smart luggage tags. He proposed that Skål USA made a large order, Hagen advised against purchasing the tags in bulk in advance. Hagen suggested drop-shipping as a method to prevent purchasing tags in bulk. Turkkan will return to the next EC meeting with more details to discuss.
- Winter EC Meeting - Turkkan advised those who know they will be serving next year, to book their reservations in order to get lower rates. Conway requested that all EC members attending send her their flight arrival and departure itinerary. Turkkan also noted that anyone who wishes to arrive a day early can participate in a planned tour of Boston (the expense will not be covered by Skål USA).
- Hagen reminded the EC that he will be sending out the NASC reimbursement by the mid-November.
- Allis suggested that Skål USA not pay for the outgoing EC members to attend the Winter

Meeting in order to save on cost. Powers noted that having the past EC members there is necessary as it is a transition meeting and it is beneficial to have the new and outgoing EC sit down for continuity. Powers suggested discussing this at the Winter Meeting this year. Conway will add it to the agenda.

- Powers and the EC all wished Turkkan luck as she attends the upcoming World Congress.
- There being no further items for discussion, Hagen motioned to adjourn the meeting, motion seconded by Dwyer. All in favor, no opposed, no abstentions. Motion passes, and the meeting is adjourned.

The next Skål USA Executive Committee Conference Call will take place on November 5, 2018 at 4 PM EST.