

## MINUTES OF THE SEPTEMBER 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 Friday, September 14, 2018 at 10:30 AM 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
Steve Richer – Director of PR & Communications	JoAnne Ford - Junior Auditor
Alton Hagen - VP of Finance	

**Staff present:** Shea McConnell

Eric Braendel

### **Call to Order**

President Burcin Turkkan called the meeting to order at 10:30 AM ET. VP of Administration Lisa Conway held roll call.

### **President's Update – Burcin Turkkan**

- Approval of Consent Agenda - Richer motioned to accept the consent agenda, seconded by Scinta; all in favor, no opposed, motion passes.
- Update on Podcasts – President Turkkan reviewed a few of the interviews she had conducted, noting that the podcast has been a fun way to inform the membership of what is happening in Skål. Richer asked if ABA could share the number of listeners that they have had so far, Shea McConnell noted he would share those numbers with the EC. Ford commented that she really loved the podcasts and found it informative.
- Update & Review of Benefits Page on Skål USA Website - Turkkan reported that this project was completed and had McConnell display the site for the EC to review. Turkkan reported that this will be shared first with the Club Presidents and then with the membership via a letter. Hagen noted that this should be highlighted in the upcoming newsletter and in the following newsletters to insure all membership is aware.
- Remaining Presidents/ Skål USA Rep Webinars - Turkkan quickly reviewed the upcoming webinars.
  - September 26th – ISC Holly Powers – Meeting with Skål USA Club Presidents to discuss the changes proposed by SI and explaining Skål USA's position - The focus of this webinar will be on the proposed changes by SI and Skål USA's response.
  - October 30<sup>th</sup> – Final Webinar of the year by EC – President Burcin Turkkan will do a year in review and wrap up.
  - September 27th - Dave Ryan will host the rescheduled Membership Webinar. McConnell will confirm the date is available with Ryan. This webinar will also be announced in the newsletter.

## **Financial Report –Alton Hagen**

- 2019 Dues Notice - Hagen reported to the EC that he had some clubs inquire about the increase in dues. Hagen attributed this to the US Dollar falling to the Euro in the last year. Hagen also noted that this change was presented at NASC and approved by the clubs in attendance.

## **Administration Update – Lisa Conway**

- Upcoming SKÅL USA Election - Conway reported that the initial reminder went out last week (nothing there was an issue with the first reminder and a second, corrected reminder was immediately sent out). Conway reviewed key dates with the EC:
  - All nominations need to be received by the Administrator/ABA between September 20th and October 23rd
  - Campaigning may not take place until October 25th
  - Voting will take place from November 1st through the 30th
- Review of 2019 Winter Executive Committee (WEC) Meeting Proposals - Conway presented the site proposals for WEC 2019 to the EC. After extensive discussion and review of each proposal based on location, distance and pricing, Ryan motioned that WEC 2019 accept the bid for SI Boston. Motion seconded by Conway, there being no further discussion there was a call for the vote. All in favor, no opposed, no abstentions. SI Boston is the confirmed site for the 2019 WEC.

## **International Skål Councilor – Holly Powers**

- Update on Upcoming World Congress – Powers reported that there are currently 91 members registered to attend. Powers also noted that some of Skål USA's delegates were not on the list, but their registrations were later found. Powers remarked that this will be a smaller delegation for the World Congress.
- Update on Club Packages for Membership Development Fund - Powers also took a moment to thank and recognize the clubs that have participated in the Membership Development Fund raffle. Their contribution and work will go a long way to helping the Membership Development Fund.

## **VP of Membership – Dave Ryan**

- Travel Budget for the Membership Team - Ryan reviewed the policy that all travel will be pre-approved and they will send the person that is closest. Hagen noted that the old policy, of visiting each club over the course of two years is no longer financially feasible, nor is it necessary with options to video chat into a meeting. Turkkan opened the floor to the EC for discussion regarding how the membership team could put policies in place to help establish budget guidelines. Turkkan also noted that there are no current structures listed within the MOI.
  - During the discussion, Powers asked if it would be prudent to establish a committee to create methodologies for starting a new club. She suggested the option of pairing a club with a larger, established mentor club.
  - While discussing approaches for these issues, Hagen raised the point that the yearly budget is created based on the total membership dues reached the year before, therefore establishing a percentage would be more beneficial than just picking a number.
  - Ryan confirmed that he and the Membership Team can meet to draft standards that will be applied to the next year's budget.
  - Turkkan also noted that Skål USA should not be investing more funds than Skål International, she suggested that as a guideline, Skål USA matches what is paid by Skål

International. Hagen noted that Skål USA should also adopt the Skål International policy of only releasing funds when they have seen the ROI of the event. For example, the Skål USA club would apply to received funds, be pre-approved, host the event, and the upon showing Skål International the evidence of a successful membership push (i.e. the new full-time members) then the funds will be released to the club. This new method will be sent to Allis to include in the MOI.

- Updates Fresno & Lexington - Ryan reported that Fresno is having a membership drive to reach their needed 15 members. Ryan has still been in contact with Lexington and is hoping to have the club up and running by early 2019. Lexington is also having another launch event on October 23rd.
- Moving forward with Savannah - Ryan stated that the club has a good base of potential members and he is aiming to get a membership launch event in place by the end of 2018.
- SI Phoenix Disbandment Funds / Reimbursement - Ryan shared the letter he received from SI Phoenix regarding their confusion on their pending reimbursement of Skål USA. Before discussion, Ryan alerted the EC that their handling of this sets a precedent for how other restarting Skål clubs will be treated. Powers voiced the opinion that SI Phoenix should not have to reimburse Skål USA because there were not clear expectations surrounding the funds. Turkkan commented that the EC should match Skål International as a standard. After much discussion, there was consensus that there will be 3 tiers established for this: (1) For the re-establishment of a club that does have funds held by Skål USA (2) For the re-establishment of a club that does not have funds held by Skål USA (3) For the establishment of a brand-new club. Ryan and his membership team will take the lead on this and will present their proposal to the EC at the November meeting. Hagen concluded by recommending that Skål USA cut a check for SI Phoenix to reimburse their disbandment funds, the EC is in agreement.
- Disbandment Funds Review & Discussion - The EC decided to review the current funds held for any club that had been disbanded. After much discussion on the best way to proceed, Conway proposed that the EC review the funds of clubs disbanded for over three years and vote club by club if the EC should move the (eligible) remaining funds to the general funds account. Motion seconded by Hagen. There being no further discussion, a vote is called. All in favor, no opposed, no abstention, motion passes; the EC will review the remaining eligible disbanded club funds on a club-by-club basis. The following clubs had disbandment funds remaining:
  - SI San Antonio - All in favor for the funds to be moved to the general funds account, no opposed, no abstention. Funds are so moved.
  - SI Knoxville - All in favor for the funds to be moved to the general funds account, no opposed, no abstention. Funds are so moved.
  - SI Tallahassee - All in favor for the funds to be moved to the general funds account, no opposed, no abstention. Funds are so moved.
  - SI Phoenix - None in favor, all opposed, funds remain with SI Phoenix.
  - SI San Diego - All in favor for the funds to be moved to the general funds account, no opposed, no abstention. Funds are so moved.
  - SI Palm Springs - All in favor for the funds to be moved to the general funds account, no opposed, no abstention. Funds are so moved.
- Following the vote, Skål Administrator Eric Braendel confirmed that he has approval to cut the check to release the funds to SI Phoenix, the EC so approved. Ryan concluded his report, the EC dismissed for a 5-minute recess.
- Upon returning, the EC discussed having the Skål Administrator alert the EC when funds reach the 3-year threshold, so the EC is able to vote on them immediately.

#### **Director of Membership – Jim Dwyer**

- Quarterly Social Media Update - Dwyer reported that he is going to start a Website Wednesday campaign to highlight the content available through the Skål USA website. Dwyer also reported

receiving great responses to the podcast postings. Dwyer is also considering putting together Skål interviews during his upcoming international trip.

- SI Long Island - Dwyer has reached out to Ken Wallis for an update regarding a possible SI Hamptons club but has not heard any response.
- SI Puerto Rico - Dwyer reported Ronald Flores is seeking help for his club as they are still struggling post-hurricane. Dwyer noted that SI New Jersey is considering a friendship-trip with their own funds to visit and help their SI Puerto Rico Skålleagues. Dwyer also circulated Ronald Flores's letter to the EC.
- Richer announced he was attending the upcoming Tourism Cares meeting asked if they should coordinate a tourism-related event for SI Puerto Rico. Powers will help advice, but Richer will take the lead on a tourism-related opportunity for SI Puerto Rico at the upcoming Tourism Cares event.

#### **Director of Membership – Richard Scinta**

- Most Recent Update on YS Movement in USA - Scinta reported he helped two YS Professionals join Skål clubs, he is seeing success in these efforts. Scinta stated that going forward, he thinks he would see more success by targeting specific clubs and going club-by-club rather than targeting all clubs at once. Turkkan remarked the SI Tampa would be a good next choice given their club size and YS activity.

#### **Director of PR & Communications & Website – Steve Richer**

- PR Newswire Review - Richer googled each Skål USA club to see what results came up. Richer reported that he found ten press releases from Skål USA and one press release from SI Atlanta. Aside from that, Richer noted that most clubs only have local news to report rather than national news. Richer also told the EC that most clubs had Facebook pages and that there is a large opportunity for a public relations effort to boost club awareness. Richer also noted that 31 clubs have websites, 18 do not. Turkkan reported that this is a 5-club website increase from last year.
  - Richer will create a 1-page tutorial for clubs giving them the tools to disseminate information and use their local newspapers and resources. This information will be added to the resource section of the website.

#### **New Business**

- ABA 2019 Louisville – Turkkan reported that SI Louisville voted down the opportunity (2-5) given that they would need to make a 100% commitment and that many of them are already participating in ABA's Marketplace with their own organizations. Turkkan stated that there would be no Skål booth and no Skål members walking the floor from the EC, unless the new President decides otherwise.
- ReBound Tag Proposal - Due to time constraints, Turkkan moved this item for the November EC Meeting.

Powers made a motion to adjourn the meeting, seconded by Ryan. All in favor, no opposed, motion passes. Meeting is adjourned.