

Skål USA Executive Committee Winter Meeting
The Higgins Hotel, 1000 Magazine Street, New Orleans, LA
Meeting Agenda
Friday, January 24, 2020

Type of Meeting: Winter Meeting
Meeting Facilitator: David Ryan, President
Invitees: Skål USA Executive Committee and Observers

Call to order – President, Dave Ryan

Skål Toast led by President Dave Ryan

Roll call – Vice President Administration, Richard Scinta

President’s Welcome – Dave Ryan

- Introduction of 2020 SI President
- Introduction of 2020 Executive Committee
- Introduction of 2019 President Lisa Conway
- Introduction of Observers

2019 Presidential Review – Past President Lisa Conway

Approval of “Consent Agenda” of Executive Committee 2019 Reports - Richard Scinta

- VP of Administration- Jim Dwyer
- International Skål Councilor – Holly Powers
- VP of Membership – Dave Ryan
- Membership Director – Jim Dwyer
- Membership Director – Richard Scinta
- Director of PR/ Communications & Website – Tom Moulton
- Approval of Minutes and Financials December 9th EC Meeting
- Nov 30 2019 Financial Report

President – Dave Ryan

- Housekeeping
 - Monthly EC Calls
 - Monthly Webinars for Presidents/SKAL USA Reps
- Goals for 2020
 - Membership Growth & Retention
 - Member Engagement
 - Fund Raising – Creation of National Program
 - Increase Social Media Participation
 - IPW/IMEX Attendance for recruiting
 - Other industry partnerships
 - Tourism Cares – Approval to Attend – May 13-15 Lake Tahoe

Financial Report – Arthur Allis

- 2019 End of Year P&L vs. 2019 Budget
- Outstanding Accounts Receivable
- 2021 Budget DRAFT
- Expense Report Procedures and Timeliness

ISC Report – Holly Powers

- FVF Update
- ISC Update

Membership – Jim Dwyer

- Update on new clubs
- Discussion regarding “troubled” clubs
- SI New Orleans Presentation (Stu Barish and Tim Hemphill) on membership procurement/retention tactics (Afternoon)

PR & Communications – Tom Moulton

- Strategic Plan for PR & Communications
- Strategic Plan for Social Media
- Newsletter
- PR Newswire

Other Business

- NASC Winnipeg Update - Holly
- World Congress Update – Holly
- Skai International Website
- ISC Meeting and Initiatives – Burcin Turkan

Adjourn

Reception at The Higgins Hotel at 6:00PM