

MINUTES FROM THE FEBRUARY MEETING OF THE 2020 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 Tuesday, February 4th at 4 PM EST.

The following Committee Members were present at this meeting:

Dave Ryan—President	Holly Powers—International Skål Councillor
Richard Scinta—VP of Administration	Art Allis—VP of Finance
Jim Dwyer—VP of Membership	Morgan Maravich—Director of Membership
JoAnne Ford—Auditor	Celeste Lupercio—Director of Membership
Tom Moulton—VP Communications & PR	

Absent:

Call to Order

President Dave Ryan called the meeting to order at 4:02pm ET. VP of Administration Richard Scinta held a roll call, it was determined that a quorum was met.

President's Update – Dave Ryan

- Approval of Consent Agenda – Allis motioned to approve the consent agenda, seconded by Powers. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.
- Winter EC Recap –President Ryan reported the SI New Orleans did an amazing job of hosting and stated that he would like to see SI New Orleans host a NASC in the future. President Ryan also credited the success to the planning done by Dwyer, Powers, and Stuart. He thanked everyone for showing up and giving them such a warm reception, and that it was one of their best meetings.
- NASC – President Ryan encouraged the EC to start booking their air travel, noting that if they are not able to arrive before 3pm that day, they will need to fly in a day early in order to attend the reception. Powers noted that she and two others on the NASC committee are flying in early that Wednesday for the NASC meeting Thursday. The EC discussed hotel rooms and Powers clarified that they have a link to a lower rate. President Ryan encouraged the EC to book their flights, and if they need to come in a night earlier, to coordinate that with Powers. Powers said she has a NASC call this week and will have more information to share after the call.
- Corporate Memberships—President Ryan wants to offer a corporate membership work-around until they get something viable from SI, stating that corporations could get a membership where they rotate who they send to meetings. President Ryan said that they can do their own program within the US, Powers noted that this membership option should be up to the individual clubs to do what works best for them. They clarified that this is just helping a club waive an initiation fee and to pay a reasonable corporate fee, suggested by Dwyer. Power agreed and said that they will need to get a bylaw proposal and present it at the World Congress, citing that it won't get through the ISC. Dwyer agreed and said this is something they can work on in Winnipeg.
- UATP Travel Insurance—President Ryan had sent out a summary document to the EC, he reported that this program is available to anyone who is in the travel industry with the plan starting at \$26.95 annually and it can include family/children. President Ryan would like to propose this as a member benefit, they don't offer a discount, but Skål USA can bring them on as a sponsor, President Ryan shared proposed base sponsorship at \$6,000. In return Skål USA will promote their plan, including

online promotion, an email blast, a webinar, a table at NASC, etc. President Ryan concluded by proposing a separate call to sort out the details. There was some further discussion by the EC about the type of insurance this plan offered to make sure it didn't interfere with anything else Skål USA was offering as a member benefit. Allis motioned that the EC invite UATP to be a sponsor and in turn they offer them a webinar to host, a table at NASC, online advertising and promotion, and a notice to the entire membership about the availability of the program. Seconded by Dwyer, the floor is open for discussion. Maravich told the EC about a sponsorship she was a part of with NTA and how they offered them a bag insert at convention, logo on the website, highlighted them as a corporate partner across all platforms, gave them access to the membership directory, and gave them free membership to their organization. Powers noted that if they choose to give them a table at NASC, they need to make it clear that it's only a table and not the travel/hotel package. After some discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes. President Ryan will work with Scinta and Moulton to pursue and outline the relationship with UATP, and he thanked Maravich for the introduction.

- Skål Canada Fundraising Initiative – President Ryan told the EC that they decided in New Orleans that they were going to keep their fundraising initiatives within the US. In summary they are not opposed to Skål Canada approaching individual clubs regarding their fundraising initiative, but the EC is not going to participate in a joint program for fundraising. Maravich asked if they need to clarify that to the membership given the mass email that was sent out. Powers answered that Skål Canada has done this pitch every year, after some discussion, President Ryan recommended that the EC draft a letter to the membership clarifying that they are in the process of coming up with a Skål USA fundraising program that clubs can participate in as they see fit (it would not be mandatory). Richer agreed and said he would draft the letter. President Ryan reiterated that it's not mandatory for clubs to participate, but that he wanted to be able to offer an alternative for clubs to participate in - citing that there are about ten clubs that are not doing anything to fundraise. After further discussion, the EC decided that they will dedicate a webinar to fundraising.

International Skål Councilor – Holly Powers

- FVF Report – Powers reported that SI New York and Hawaii have donated to the fund and that she sent them a personal thank you letter to each president. As soon as she receives an updated report of all the club Presidents, she will send out a letter requesting donations to the fund.

Financial Report – Art Allis

- Financial Report - Allis reviewed the January P&L, noting that since the dues haven't been billed for that the report is off by about \$250K. At the audit, they recommended that President Ryan send out a letter to the club presidents on how to specifically qualify for the \$500 NASC rebate. Allis also reported that SI Jacksonville agreed to pay their balance after deducting interest. He also reported that he has not yet received the meeting charges from the Higgins hotel. Allis concluded by reminding the EC that this year their budget is tight, and to seek approval from the EC for all non-budgeted items.
- There was some discussion regarding the club of the year prerequisites and if the payment deadline was removed. They would consult the New Orleans minutes before moving forward on this to insure they aren't duplicating the work. Powers also noted that they needed to send out those requirements as soon as possible, Scinta agreed and said he would include this in his letter going out this week. Motion to accept the financial report made by Moulton, seconded by Dwyer. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.

VP of Administration Report -- Richard Scinta

- Monthly Reports – Scinta thanked the EC for turning in their reports with such a short turn around and reminded them to try to get them in by the end of the month.
- Club Information - They send out a request for updated club information with a link and have already gotten many responses, Dwyer reported that he is only missing a few president's information. ABA administrator Shea McConnell clarified that it was sent out to the club presidents, the ISC's and secretaries using constant contact. Maravich noted there was an issue with those emails going right into her junk mail. After some discussion, President Ryan stated that he would send out president-only information using his mailer list, and that all other mailers could be sent out using constant contact. Scinta said he will resend the email out to the club presidents after the call, but Dwyer will send him the updated club president mailing list information first. President Ryan said going forward, they will need to establish a clearer mailing policy/method to avoid duplicating their efforts. There was a motion to accept Scinta's report, seconded by Powers. Motion accepted. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.

VP of Membership – Jim Dwyer

- Update on New Club Activity -- Dwyer summarized Maravich and Lupercio's efforts highlighting that their teams have already contacted some club presidents and set up some calls. For the new clubs, the San Diego contact apologized that she has not followed up on her Skål efforts and noted that now she is focusing more of her time on getting individuals enrolled in Skål, she is now in the process of getting together a list of potential Skål members. Dwyer will follow up with her regarding this. Dwyer also reported that he has been unable to get in touch with the Central Coast contact, President Ryan responded saying that they might be hit or miss in communication. Dwyer also mentioned that they have interested parties in St Louis. He stated that the Southern New England contact has decided to join SI New York. Dwyer reiterated the importance of hosting webinars and interviews like the upcoming one with LaVonne and Roger Dow. They will also be sending out to the club presidents a resource that highlights "Why Join Skål?" with a list of the eligible Skål club categories.
- Other Club Reporting -- Dwyer reported that SI Long Island, SI Santa Fe and SI Las Vegas are still on a different schedule with their new presidents not starting until March. President Ryan will touch base with SI Santa Fe and Dwyer will talk to SI Long Island and SI Las Vegas in an effort to get them on the same cycle as everyone else. Allis motioned to accept Dwyer's report, seconded by Powers. Motion accepted. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.

Director of Membership – Morgan Maravich & Celeste Lupercio

- Maravich reported that she is working with a contact with DI to set up a call. President Ryan thanked her and thanked her for getting the Roger Dow interview for the 25th confirmed. There was some discussion about webinar promotion, and it was determined that Moulton would get the webinar set up and promoted to the membership. There was also some discussion about webinar topics amongst the EC that should include an overall focus on membership growth and retention. Moulton and Dwyer will come up with a proposed schedule and present it to the EC for their feedback. Maravich will connect them to her contact for a TSA Real ID webinar.

VP of PR & Communications – Tom Moulton

- Moulton reported that he and Scinta are working on generating a master calendar, with the first

national release going out next week. Regarding the online newsletter, it will go out mid-February and they have coordinated with Skål International, so they aren't overwhelming membership with multiple newsletters at the same time.

- Website -- Moulton noted that he hasn't had training on the website yet, after some insight from Powers, he concluded that they might have to do their own training.

New Business

- Presidential Chain Transfer - Former President Conway inquired about her presidential chain, ABA Administrator Shea McConnell will coordinate with Scinta to get it engraved and to her. Powers clarified that going forward the VP of Admin should get the chain engraved and give it to the incoming president or that the outgoing president gets the incoming president's name engraved before they turn it over.
- Auditor Ford reminded the EC that with the new guidelines for the clubs to receive the \$500 credit for attending NASC, the club presidents need to be reminded. Scinta agreed and said he would include that and a NASC reminder in the letter he is drafting. Moulton will also do a NASC feature in their upcoming newsletter.
- Moulton also requested that President Ryan out together a 150-word welcome for the first newsletter, President Ryan agreed.

There being no further discussion, Moulton motioned to adjourn the meeting, seconded by Dwyer. All in favor, no opposed, motion passes and the meeting is adjourned. The next Executive Committee Meeting will take place on Tuesday, March 3, 2020 at 4 PM EST.