

MINUTES FROM THE 2020 SKÅL INTERNATIONAL USA MARCH MONTHLY CONFERENCE CALL

Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the March 2020 Executive Committee meeting via conference call at 4:30 PM on Tuesday, March 3rd, 2020.

The following Committee Members were present at this meeting:

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| 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 | JoAnne Ford – Skål USA Auditor |
| Robert Lowell – Skål USA Deputy Auditor | |

Call to Order

President Dave Ryan called the meeting to order, 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 – Powers motioned to approve the Consent Agenda, seconded by Dwyer. There being no further discussion, there was a call for a vote, all in favor, no opposed, motion passes.
- NASC Update – President Ryan said that as of now, they will go forward with the congress as there are no reported cases of COVID-19 in Winnipeg. Powers agreed and let the EC know they have a total of 23 clubs and right now one is a Young Skål member from Sacramento, so they are unable to vote. 22 clubs have not yet registered. She thinks that a good number will be able to attend but she recommended that they make some calls and let them know that the hold on rooms expires at the end of March. Currently they are one shy of quorum – Powers will divvy it up and give each EC member the 3-4 clubs they need to call. The EC agreed, she reported that all 17 of the Skål Canada clubs have registered and a couple from Skål Mexico are coming, Burcin Turkkan will be there, the president of SI Mexico might be coming too. They have all the proper postings online, so they are compliant. Powers said that the messaging needs to be “yes it’s a mandatory meeting” but still extend that invitation to the club members who may want to attend as well. The EC will get the calls done by the end of the week; Powers will forward Dwyer and Lupercio to cross reference the clubs that they have already been in contact with. Ryan thanked her and said that Winnipeg has a great meeting planned and thanked Powers for her work.
- UATP Travel Insurance—They had a call last week and they agreed to enter into a sponsorship with Skål USA and will give them \$6,000 and in return they have a list of benefits that they will get in return. Ryan will copy the EC on the letter they are sending back to them and they will get it up and running asap. Ryan will go over the online promotion materials and get them to Moulton to get everything online and a press release put together.
- Gallagher Affinity—Discount Program – Walked through all the aspects of the program and showed them the example of the discounts of what are offered to their members. They also get a small commission each time a member purchases something off of the website. They have 20,000 members and there is opportunity for a lot of success in this program. Once the go forward, the EC as a whole will decide on the offers that they want to go forward with. Allis motioned that they go forward with this discount program, seconded by Scinta. There being no further discussion, there

was a call for a vote, all in favor, no opposed, motion passes. Scinta and Ryan will pursue the agreement and review the contract together. Moulton will work with them to get them their branding material. Maravich also noted that they need to look at the percentage royalties they will get back on programs, that could be helpful to pick the programs that are most beneficial to their memberships and financially. They are going to work to get this up and running by the end of the month, and that this will be very helpful in their recruiting efforts.

- Industry Leadership Award—Ryan asked the EC if they want to make this an annual award, and if so, who they would like to nominate. Powers said it should be done as needed and given at NASC, and she thought about Roger Dow. Powers motioned to nominate Roger Dow for the 2020 Industry Leadership award, seconded by Maravich. There being no further discussion, there was a call for a vote, all in favor, no opposed, motion passes. Ryan thanked the EC and they will need to invite him to Winnipeg and offer to pay his expenses. Powers said that in the past, they offered to pay for the NASC fee but that he would have to cover his air. Ryan will draft the letter and invitation and his cost to attend with the except of air. If he cannot attend, they will still award it. Allis recommended that if he can't attend NASC, they will award it at the NCM.
- Bill Sweet Award – Ryan asked the EC for nominations. The EC reviewed the past winners of the award, Powers mentioned that they had thought about giving to Alton Hagen. The EC agreed, Powers so motioned, seconded by Dwyer. There being no further discussion, there was a call for a vote, all in favor, no opposed, motion passes. Ryan will notify Hagen about the award and will see if he is able to go to Winnipeg. Ryan will copy the EC on all his letters going out this week. Robert Lowell said that he would pay for Hagen's hotel for Saturday evening. The board thanked him for his generosity.
- Go Daddy—Ryan is going to consider using it but is leaning towards letting the membership use what they want. Ryan just cautioned that they use the address that's best for them, just as long as they clearly communicate to everyone what email they are working from. Moulton clarified that the issue lies with the fact that they only made one auditor email, so there is an underlying ghost email, but that 90% of the issues have been resolved. Ryan thanked Moulton for his efforts but stated that it's more important that they are able to communicate through email, so if they

International Skål Councilor – Holly Powers

- Financial Assistance to Clubs who attend the World Congress in Croatia – Following up on the membership incentive that Burcin Turkkan unveiled, Powers thinks that if a club works together and brings in members under one member's name, they can have their World Congress paid for. Dwyer will put together a letter for how a club pools together to get the members to get a free World Congress trip, rather than to do it individually, and will only send it to the club presidents.
- Website Update—Clubs to Check Roster – So much of the member profile information is missing, she recommends they make it a topic for NASC, each club is going to have to go to their members individually to update their profiles. Scinta will add it to the agenda and he will show it during his presentation as a live demo to the attendees. They could also do a post on the Skål USA Facebook page.

Financial Report – Art Allis

- February Financial Report – Allis reported that he does not have the report yet but will review it on their next call.
- Per Diem Discussion—Allis told the EC the current per diem is \$55, which is antiquated, the current government's per diem is \$71 and \$52 on travel days. Allis motioned that the EC adopt the \$71 per diem and \$52 on travel days, seconded by Powers. Powers asked if it needs to be voted on in the AGM, Allis said it's in the MOI, but that it doesn't have to be voted on. There being no further discussion, there was a call for a vote, all in favor, no opposed, motion passes. Allis will update it.

Administration Update – Richard Scinta

- Club Officer Information—They are being sent the link and not the whole spreadsheet, Scinta said any issues are them signing into the site but he has been able to help them navigate it. Moulton will send out the link to the EC to use during their calls.
- Club of the Year – Ryan said for membership growth the clubs that have qualified are Baltimore, Jacksonville, Las Vegas, New Orleans, New York, NE Pennsylvania, Northern New Jersey, Philadelphia, Portland, Reno/Tahoe, and Santa Fe. Ryan said this was amazing to have this many clubs qualify on this component. The EC will work together to check on the clubs who have submitted their forms on time, those who have paid their dues on time, and Powers will verify who had donated to the FVF before they notify the clubs who are still in the running, and ask them for their nominations.

VP Membership – Jim Dwyer

- Update on the Health of Clubs—thanked the directors of membership and the committee members who have been working. Dwyer believes that all the US clubs have been called and check-in with. They have identified a few problem clubs:
 - Long Island had the high teens, and there is a joint event between SI Long Island and SI New York being scheduled in the late spring.
 - Central PA is also in the high teens, they expect to be up to 22 by the time they submit their invoice.
 - Myrtle Beach – they are right on the verge, he chatted with their President, and asked if they have tried a golf outing. Dwyer asked clubs on the east coast if they would be interested in a trip and most clubs agreed and said they would be interested. They are going to put together a late September 2 night package with hotel, golf, meal, etc. to meet with prospective members.
 - Portland has been for many years a supper club; Dwyer has an upcoming call with them to give them ideas how to fundraise and grow beyond where they are at.
 - He said overall the clubs seem to be doing okay and they are looking healthy. They went through some of the applications that have been approved online and those that are waiting to be approved because they are missing some information.
- For the new clubs: Dwyer is waiting to hear back on a few, for Central Coast he is waiting to hear when a good time is to have a kickoff meeting. For Branson, Lupercio has a contact that she is working with him to get him to join, with his mom who is based in Branson and in the travel industry.
- Corporate Memberships—In the last two weeks he has heard from American Airlines, Delta Vacations, and another inquiry about corporate memberships. Dwyer said they should come up with their own corporate membership where they are allowed a certain number of members for a fee based on the dues that they would receive, something reasonable for the club to be a part of it, but not the \$20,000 that Skål International is proposing. Ryan said instead, he's working on a local level where they do the workaround by having a manager sign up and then send who they want. Dwyer clarified that the membership would be a new proposal to Skål International not something in conflict. Powers said this has been talked about many times and shot down, she recommended that they create a comprehensive plan, put it in bylaw format and present it. Dwyer agreed and they recommended that they do it during NASC so she can propose it to the ISC. They agreed and Ryan said will start working together on it.

Directors of Membership – Morgan Maravich & Celeste Lupercio

VP Communications – Tom Moulton

- Newsletter went out, they had a 28% open rate and 20% click rate. Moulton said that he had another send process, so they have another 20% open rate, so that was successful. Moulton said if there are any big announcements, please let him know so he can get it out to the membership. Moulton and Powers talked about the Women in Skål, Ryan said this really needs to be promoted and get as much bang for their buck as possible. Moulton agreed and concluded his report.

Other Business

- NCM Date Selection – Ryan suggested the EC fly in on 9/23 to attend the Skål Washington meeting and hold the NCM on 9/24 at 3 PM EST to allow EC members to leave that evening. The EC agreed, Allis motioned to approve the NCM to be held on September 24th at 3 PM. Seconded by Moulton. There being no further discussion, there was a call for a vote, all in favor, no opposed, motion passes. Maravich already started looking into a lower rate for the EC and she will update them with what she hears.
- The EC talked about the impact of the tornadoes in Nashville and Powers will follow up with the SI Nashville president and offer the FVF.
- Ryan will double check about the letter he sent out about qualifying for the \$500 NASC credit to the clubs.

There being no further business, Dwyer motioned to adjourn, seconded by Powers. There being no further discussion, call for a vote, all in favor, no opposed, motion passes, meeting is adjourned. The next meeting will take place on Tuesday, April 7th, 2020.