

## MINUTES FROM THE 2020 SKÅL INTERNATIONAL USA APRIL EXECUTIVE COMMITTEE MONTHLY CONFERENCE CALL

*Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the April Executive Committee Monthly Conference Call on Tuesday, April 7<sup>th</sup>, 2020.*

### **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	JoAnne Ford – Skål USA Auditor
Robert Lowell – Skål USA Deputy Auditor	

### **Call to Order**

President Dave Ryan called the meeting to order at 1:02 PM, 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 – President Ryan asked the EC if they had any reports in the consent agenda that they wanted to discuss. There being no motion, Allis motioned to approve the Consent Agenda, seconded by Powers. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes.
- Club Payment of Dues – President Ryan reported that as of yesterday, 11 clubs had not yet paid their dues, noting that the payment needs to go to Skål International next week. President Ryan reviewed some of the clubs that still have outstanding dues. SI Los Angeles has not yet collected their dues for the year, Ryan said the EC will send them an invoice and put them on notice regarding dues. Maravich joined the call at this time. Dwyer suggested they reach out to individual members of the club to find out what happened, explain the situation and ask if they can send in their individual dues. Moulton said that the EC needs to do whatever they can to help save the club, Dwyer agreed. After more discussion, Lupercio stated that she had spoken to the club president Bob Kern, Ryan said that he would follow up with him to see what's going on, and then will inform the EC so they can decide how to proceed. Lupercio said when she spoke with the club president, she offered to talk to him and their executive committee about potential issues, invoicing, ROI, membership and she said that they weren't very responsive. SI New York has not yet collected dues from 33 members, they have paid the dues for the rest of their members and are asking for an extension. The EC said to collect the dues that they can and then ask Skål International to see if they can get the reinstatement fee waived.
- Assistance to Canada for losses due to cancellation for NASC Congress – SI Canada is creating a donation fund for SI Winnipeg, they have already received a donation from SI San Francisco, SI Orlando has donated a NASC registration to the auction. The EC will consider a donation following the auction and other donations.
- A/R Aging summary by Club and 2019 \$500 NASC Charges by Club – ABA Administrator Eric Braendel joined the call to review the clubs with the EC. SI Jacksonville mailed the check but that it might be lost in the mail, they have been very responsive. SI Kansas City mailed the check as of today. SI Los Angeles they have already discussed. SI Louisville mailed the check in last week and it's coming in this week. SI Miami, he hasn't heard from them, they thought they already mailed it in. SI Philadelphia sent in the check as of yesterday. Eric is working with SI Portland to help them

clean up their roster, they got a direct invoice from SI with a link and paid through the link, so they have no SI dues, but still have Skål USA dues to pay. Eric said that it must have been a mistake, but that they will pay the Skål USA dues separately. Eric has not heard back yet from SI Puerto Rico, but he knows that their rosters have been updated. SI Jose has their check on the way, SI Santa Fe has their check sent in. SI Orange Coast said their check was sent in yesterday, but there's some dispute over the \$500 NASC credit because their voting representative didn't stay at the host hotel last year. Powers proposed that given the climate with COVID-19, all clubs the with \$500 owed be written off in good favor given that the 2020 NASC is cancelled. Seconded by Scinta. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes. Eric will send President Ryan the list and he will draft a letter that with inform the clubs.

- Date for online AGM/NCM (in place of Congress) – President Ryan said the initial date would be Saturday, May 2<sup>nd</sup> but proposed that with it moving online they could hold it on a weekday, noting that the agendas would remain the same. After some discussion, Moulton motioned that the EC decided that it would be hosted on May 15<sup>th</sup> started at 2pm EST, seconded by Powers. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes.
- Discussion on jobs posting from Gayle Walsh/SI Northern New Jersey/Industry Recruiter – President Ryan summarized the job board and Gayle Walsh's involvement. Maravich agreed and said this was a really good idea. Ryan will coordinate with Gayle Walsh and Moulton to get the job availabilities posted on their website with her postings.
- World Skål Day on April 28<sup>th</sup> – The EC discussed ways to virtually celebrate World Skål Day, they settled on hosting a zoom call with the EC in their blue Skål shirts and posting in on their social media platforms. Moulton will take the lead on the project, it will be pre-recorded and then posted online.

### **Discussion on COVID-19 – Strategy for Membership for 2020/2021**

- Member engagement – With Clubs not meeting in person for the foreseeable future how do we keep members engaged with Skål on a local, national and international level – many Clubs starting Zoom / virtual meetings – President Ryan wants to continue to keep the membership engaged especially on their social media platforms. Maravich agreed and said they should not just focus on membership, but also what a post-COVID19 industry would look like.
- PR/Communication Strategy Adjustment – Ryan said that they need to be more visible as a leader in protecting their members and providing value to the industry in such an uncertain time. Ryan drafted a survey that is going today that will ask members about their businesses, what they are doing, their budgets, employment, if their company pays their dues, and their membership status. Maravich said that many companies are already cutting their budgets for 2021 and that travel will really take a hit. Dwyer will run a report of all members and send it to Moulton and Brandon Buchanan, and Ryan confirmed that the link was working. Maravich noted that in the last CARES Bill, 501C6 designees were not included to get assistance and that it would be helpful to ask companies and members if they are working for a 501C6.
  - Traveling Executive Speaker Series – Ryan announced that Chris Thompson will be the first speaker featured and that it will be hosted on a monthly basis to provide consistent, relevant content to their membership. Ryan discussed the idea with the EC about getting politicians or mayors on the call. Maravich also noted that she had confirmed with TSA and that they could have a speaker in May. Ryan agreed and said that this would be a welcome shift of attention for the membership.
- Membership Retention – Ryan said that membership retention is going to be a big challenge in 2021 as he anticipates most companies will likely stop paying for due for their employees as their budgets continue to be cut.

### **ISC Councilor Report – Holly Powers**

- FVF – The FVF Trustee’s sent out a letter to membership clarifying the purpose and qualifications for the FVF. Powers also reported that Turkkan send out a letter to the clubs that she is responsible for, encouraging them and saying that they are all in this together, noting that this the first thing that she’s seeing from Skål International.
- World Congress Discussion – Powers asked the EC if they think that travel will be back to normal by October, the EC said no and Maravich shared that most of their European travel has been pushed to 2021 because of the severity of the disease overseas. Powers thanked the EC for their input. Powers also reported to the EC that SI Hawaii is sewing face masks and she commended them on their work and encouraged the EC to order some masks if they are able to.

### **Financial Report – Art Allis**

- 2021 Budget – forecasting membership numbers and airfare expenses for NASC – Allis reviewed the decision made in New Orleans to increase dues by \$3 and asked the EC if they want to stick with the increase with the potential membership decline. Moulton recommended that Allis look at 2008/2009 membership numbers for projections for coming membership numbers. Allis said that if they stay with their most recent projections that he thinks they will be prepared to compensate potential declines in membership. Dwyer sent Moulton the membership numbers for March and February, Moulton will send it out to the EC. Allis informed the EC that he was tracking euros and recommended that they hold off on purchasing more euros. The EC discussed flight refunds for NASC, Maravich informed the EC that the DOT mandated that airlines refund flights that have been delayed, changed or cancelled due to COVID19, she will send out the article to the EC and they will keep an eye on their original flights to try to get a full refund.

### **Administration Report – Richard Scinta**

- Scinta reported that the data form was sent out and they have 39 responses but are still short 6 clubs. Moulton also noted that there are some other blanks that need to be filled in and that it will take a few phone calls to get the updated information. Ryan asked Dwyer to communicate to the EC how to update their profiles. Brandon Buchanan will also provide the EC with a list of emails that have bounded back so they can start following up with those clubs.

### **VP of Membership Report – Jim Dwyer**

- Dwyer said he hopes that SI Los Angeles will get their dues in and believes that it’s a result of them not getting an invoice. Dwyer said the EC needs to make the most of building membership virtually by offering content that their members want, and he applauded the efforts by Maravich and Lupercio and said they have been doing great work. Ryan commended him and his committee for their work.

### **Directors of Membership Reports – Morgan Maravich & Celeste Lupercio**

- Maravich said she has had great calls with her team and that going forward, they are checking in with clubs about how they are doing and asking them if there is anything that Skål USA can do to help assist them. Lupercio agreed.

### **VP of Communications Report – Tom Moulton**

- Moulton asked the EC if they want to continue with the bi-monthly newsletter and the email-blast format. Ryan asked about the open rate, Moulton answered that it is still at 30-35%, and that they should keep an eye on those numbers as emails are updated. Dwyer and Moulton are meeting to discuss ideas about LinkedIn. Moulton asked the EC about their approach with Instagram and other

online platforms, Ryan said he thinks they need to continue with Facebook and encourage their membership to post more about their individual clubs. Ryan said they need to push to get more of their membership onto their Facebook. On the Instagram discussion, it was decided that Dwyer will take ownership and establish a Young Skål committee that will help facilitate the Instagram content.

### **Other Business**

- Young Skål – Young Skål has an upcoming online virtual happy hour, coming up. After some discussion Moulton motioned to support the Young Skål happy hour with \$100, seconded by Maravich. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes. They will provide an itemized receipt to Eric and he will reimburse them up to \$100. Ryan will communicate that to Amy with SI Philadelphia.
- Turkkán sent out an email regarding what Skål Australia is going, Ryan said that they will put it on the agenda for the next meeting and next month that they will talk about featuring clubs that want to do sponsorships.
- UATP Sponsorship Update – Ryan informed the EC that UATP has pulled the contract given the pandemic, but that they have an upcoming meeting with them and want to maintain a relationship going forward with them.

*There being no further discussion, Allis 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 May 5<sup>th</sup>, 2020 at 4:00 PM, EST.*