

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

*Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the May Executive Committee Monthly Meeting via Conference Call on Tuesday, May 5<sup>th</sup>, 2020 at 1PM 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	JoAnne Ford – Skål USA Auditor
Robert Lowell – Skål USA Deputy Auditor	<i>(joined the call at a later time)</i>

### **The following ABA Administrators were present at this meeting:**

Eric Braendel—ABA Administrator	Brandon Buchanan—ABA Administrator
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### **Call to Order**

President Dave Ryan called the meeting to order at 1:02 PM, and then turned it over to VP of Administration Richard Scinta for roll call. It was determined that a quorum was met, and President Ryan began his update.

### **President's Update – Dave Ryan**

- Approval of Consent Agenda—President Ryan asked the EC if they have any questions regarding the Consent Agenda. There being no further questions or comments, Allis made a motion to approve the Consent Agenda, seconded by Dwyer. There was a call for a vote, all in favor, no opposed, motion passes.
- President Ryan then introduced Gayle E. Walsh Founder & President of The Travel Staffing Group and President of Skål Northern New Jersey and her husband Doug Walsh for their presentation— The Walsh's reviewed their background and how they created their current job board. Their goal is to add value to Skål USA and its members. During the presentation they walked the EC through their process and systems. Maravich asked questions regarding their pricing structure, and how they respond when job postings drop off. Gayle Walsh responded by saying that their organization is not an aggregator, and that the timing of this job board is perfect for Skål since there are more job seekers and jobs hiring. Dwyer asked them for a success story and Doug Walsh pointed them to their reviews and recommendations page. After further questions, President Ryan clarified that Moulton would be taking the lead on this partnership and that they would put together a press release and being to promote the partnership to the Skål membership. President Ryan and the EC thanked Gayle and Doug Walsh for their time and for making this tool available to Skål members at no cost.
- Hospitality Relief Fund—President Ryan summarized the call, confirming that a quorum was met and that the fund effort was approved by the board with the initial goal of raising \$100,000 that will go to those in the hospitality industry in need. President Ryan reviewed the qualifications on a high level with the EC: the applicant makes under \$45,000 salary and they are unemployed or furloughed at the time of application. Ryan also noted the involvement of Anthony Melchiorri and that SI Long Island and SI New York will also be named in this fundraising as they were the clubs who started this initiative. Ryan noted that the funding would be available on a national level.

Moulton has finished the press release and is just waiting on the approval of Melchiorri to release it. Ryan also confirmed that an attorney has reviewed the language and confirmed that it protects Skål USA in terms of liability. The fund has Skål's name on it, but it is not exclusively for Skål USA members – it is a first come first serve basis. The funds are administered by Skål New York after the applicant demonstrates they meet the criteria. Melchiorri will be promoting this on his podcast and has agreed to host a webinar for the Skål membership. After further discussion with the EC, Ryan wrapped up the call reiterating that the goal of this is to help lower income employees in the hospitality and that they are working to roll it out this week.

- Survey Results – Ryan reported to the EC that he has received 499 responses and they have a follow up survey next month to get a current picture of what their members are dealing with. He noted that there was a lot of discussion about dues and they raised that issue to SI where it was not well received. President Ryan thinks that lowering dues for 2021 is symbolic and important, he is going to ask clubs that charge for meetings up front that they switch to a pay-as-you-go system going forward. Ryan cautioned that if they do nothing, they could easily lose 20-25% of their members if they do nothing. He said that the survey results were enlightening and alarming. Maravich raise the point that there are many organizations offering free benefits to everyone during COVID and asked why Skål and Skål International has not done anything. This discussion led to Powers ISC report and Ryan turned the floor over to her to continue.

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

- Powers began her report on the International Board stating they had to push for another meeting with the National Presidents, the ISC, and the Executive Committee – with 66 people on the call. Powers reported that the Executive Committee was resistant to any change pushing back that the National Committee and the Skål Clubs should be the ones to cut back. Powers reviewed the Executive Committee's budget noting their travel, offices, staff and overhead costs. She reported that internationally they are at 13,540 members – and that 44% of the clubs have yet to pay their 2020 dues. Looking forward, they don't know what their budget for next year will be. Powers thinks that a symbolic 10% reduction would show that they are working for their membership. Ryan wants to get all the Skål USA Presidents on a call and use it as a thinktank to see what each club is experiencing. Maravich recommended that the EC call every single one of their Skål USA members to talk with them and see how they are actually doing and what their needs are. After some further discussion, President Ryan believes that they can do a 10% reduction from the Skål USA side. Allis noted that if they to a 10% reduction that would equal about \$10,000. ABA Administrator Brandon Buchanan will hold a run through of the AGM at the end of the meeting. This concludes Powers ISC report.

### **Financial Report – Art Allis**

- Draft Budget for Review – Allis reviewed the EC's last decision to increase the Skål USA dues by \$3.00. He recommended that they table the budget for review until the NCM in the fall given the uncertain economy, Powers agreed. Allis ran through a few financial scenarios with the EC where they could cut back, but overall Allis recommended that they table the budget until the NCM and vote on it then. Powers asked Allis how much they have in the bank, and Allis reported that they about over \$250,000. Powers raised the point that they have these funds in reserve, what are they waiting for to use it? Allis recommended they use some of that to subsidize membership costs. Powers noted that many National Committees are not requiring national dues and just operating out of their reserves, but she noted that they aren't as big ask Skål USA. They will need a member to make the proposal during the meeting and then in place they can discuss how they are using the next few weeks to talk with membership, understand what is going on in the industry, and how much Skål USA can afford to subsidize their members. Allis ran through a few more scenarios and after further discussion, it was decided that Allis will run the numbers on what it looks like to

subsidize 10%, 20% and 30% of their membership and report back to the EC with each of those scenarios so they can make a better decision understanding the financial impact. Scinta said he will talk to members at SI Orlando and Powers will talk to members at SI Boston about tabling the budget and the rationale behind it.

- Purchase of Euro Option – Allis reported that these are typically purchased in the spring, but after reviewing the rates, he recommended that the EC purchase the option for up to \$100,000 worth of Euros. The EC had some discussion regarding the verbiage of the motion, but Allis so motioned, seconded by Scinta. There being no further questions or comments, there was a call for a vote, all in favor, no opposed, motion passes.

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

- Nothing additional to report.

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

- Membership Applications – Dwyer reported that there are currently 18 pending membership applications and that he discovered a few of them were static because the new member had not yet paid their dues, but that they are unable to delete their applications from the system. Maravich will follow up with SI Raleigh and SI Jacksonville about some previously discussed issues and will work with them to get their paperwork to SI.

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

- Nothing additional to report.

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

- Moulton asked ABA Administrator Brandon Buchanan about the registrations for tomorrow's webinar, Buchanan reported that there are 130 registered. Moulton talked through the flow and pace of the webinar and they discussed the process for how the speaker will receive their questions. Moulton also informed the EC that there have been various data forms floating around so they decided to put together one master-list form and have added it on Google Docs for the EC to use, just one form for consistency.

#### **Other Business**

- AGM/NCM run through and voting process – ABA Administrators Eric Braendel and Brandon Buchanan demonstrated and walked the EC through the AGM and NCM meeting flow. The EC also receive the agenda, and Scinta will make some edits. The EC discussed the Club of the Year and the eligible clubs. President Ryan will update the PowerPoint for the meeting, and the EC discussed the last few details leading up to the AGM and NCM.

*There being no further discussion, Dwyer motioned to adjourn the meeting, seconded by Powers. All in favor, no opposed, motion passes and the meeting is adjourned. The next Executive Committee meeting will take place on Tuesday, June 2<sup>nd</sup> at 4:00PM EST.*