

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

Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the June Executive Committee Monthly Conference Call on Tuesday, June 2nd, 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 Ryan called the meeting to order at 4:04 PM, VP of Administration Scinta held roll call and stated that quorum had been met.

President's Update – Dave Ryan

- I. Approval of Consent Agenda – President Ryan asked the EC if they had any reports from the consent agenda that they wanted to pull for discussion. There being no motion, Dwyer 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.
- II. 2021 Dues Discussion – Skål International sent out an email that summarized their dues reduction plan, the plan incentivizes early payment of dues with a 12% discount. Maravich asked Powers what reference point Skål International used for this reduction, Powers said she would look into it to find an answer. President Ryan noted that the annual dues for PROST are \$85 which is about half of what Skål is and that he is not impressed with the reduction from Skål International. After some discussion, President Ryan stated that he doesn't believe that dues need to be reduced across the board, rather that those who have lost their income or had reduced income would have their dues subsidized. Powers recommended that they need to find out how many of their members are out of work or those who have taken a significant pay cut so that the EC can get a better picture of what they need to do. Powers also cautioned that there needs to be a check in system to ensure that members aren't taking advantage of the subsidized dues. Dwyer suggested they do a simplified survey that finds out club unemployment rates and which clubs are requiring payment ahead of meetings (rather than a pay-as-you-go). Powers agreed and recommended that the EC set this discussion aside until a 3-4 question survey is created so that they could make an informed decision. President Ryan will work with Dwyer to create the survey to get a better picture club by club. They will then set up a Skål USA call in the next two weeks and have the club presidents on the call to talk through the results together. Moulton pointed out that in 2019 they lost 200 members and thinks that it's more than COVID-19 and that the EC needs to figure out what is going on and why they are losing members every year. Maravich attributed a lot of it

to clubs scrubbing their membership lists and finally removing members that had not paid dues, so the clubs aren't paying for members that they don't have. Allis recommended that Skål International create a suspension membership category so that it's easier to reinstate members rather than completely delete them from the system. Powers agreed but noted that it could be challenging with the ongoing digital transformation. President Ryan also noted that many members leave Skål because they don't feel the club does enough for their members. Allis recommended the EC host a call that teaches clubs how to run a meeting like the more successful Skål clubs. Maravich agreed and recommended they facilitate a happy hour zoom call with smaller and bigger clubs to exchange ideas. Powers motioned to table the membership discussion until they have the call and survey results from the club presidents so they can make a more informed decision. President Ryan agreed and said that they would set up the call two weeks from now.

- A. Discussion on Meeting Structure – The EC decided it would be most beneficial to put the survey out and then set up the meetings so they can have a more informed discussion with the club presidents. There was some discussion about the invite and reservation capabilities, Powers recommended that they use the survey as the announcement about the coming meeting and then send out an RSVP as a follow-up, telling the club presidents to come prepared to discuss the make-up of their membership and what 2021 will look like. Scinta recommended that they break down the meetings into smaller regional meetings to facilitate better discussion. President Ryan agreed and said they would break it up into four calls with 10-11 presidents on each call so they can get a better grasp on what is going on. Maravich recommended that they discuss membership, pairing up clubs with other clubs to share best practices and to discuss the hospitality relief fund. President Ryan agreed and recommended the EC hold the meetings over the course of a week to get it done asap. Maravich recommended they hold the meeting during a happy hour since many members are still working, the EC agreed. President Ryan and Scinta will divide up the clubs and set up meetings for 5PM in their respective time zones.
- III. Name Changes for SI Raleigh, SI Jacksonville and SI Northern New Jersey – President Ryan stated that the clubs wished to change their names to the following names: SI Raleigh to SI Central Carolina, SI Jacksonville to SI NE Florida, and SI Northern New Jersey to SI New Jersey. SI New Jersey submitted their paperwork. Regarding SI Jacksonville, President Ryan reported that Burcin Turkkan had asked the EC to see if there would be a border issue. Powers answered that the rule was there had to be no club within 50 miles and that it was not an issue here. The EC has the letter from SI Jacksonville, and they are waiting on the letter from SI Raleigh. The EC will send over the three letters to Spain for the official name change.
 - IV. Hospitality Strong Relief Fund Update – President Ryan reported that they are at \$8,000 in the fund with \$100,000 being their goal and that they have only received one application for the relief fund. They proposed that Anthony Melchiorri have a telethon on one of his podcasts dedicated to the relief fund and in exchange the EC could facilitate an interview with Roger Dow of the U.S. Travel Association. President Ryan asked Maravich if Dow could be made available, and if she could facilitate setting up the schedule, depending on how far out Dow is scheduled, President Ryan also reviewed the interview format on Melchiorri's podcast. The EC discussed the best way to get the word out on this fund and determined that it needs to be coming from the club presidents. Dwyer recommended that they include a question about the fund in the survey to the

club presidents, they also decided to include information about the fund in President Ryan's letter with the GoFundMe link included. Powers suggested that clubs could donate funds that they had originally set aside for NASC, and President Ryan recommended that they could hold a competition for who could donate the most with some sort of reward. The EC also discussed a general meeting with the focus on fundraising for the fun. Scinta will set up the scheduling with Melchiorri and Maravich will take the lead with Dow. President Ryan also talked about making Anthony Melchiorri and his co-host Glenn Haussman honorary members for Skål New York and Skål Long Island. President Ryan wrapped up the conversation by emphasizing that whatever funds they can raise is going to a good cause for their industry and it helps Skål USA to take the lead in as their industry recovers.

- V. Webinar Discussion – The webinar scheduled for 6/11 has been rescheduled for 6/10 at 2PM EST due to a scheduling conflict with the guest speaker. ABA Administrator Braendel make the change to the webinar and will send out an alert to those who are already registered for the event, Braendel reported that they currently have 85 registrations. Powers asked Moulton to send out an updated flyer, Moulton confirmed that everyone registered ahead of time will get an email with the new date. President Ryan asked Braendel about the webinar on 6/18, he confirmed that there are 17 people registered, but that they are waiting on the guest speaker to confirm availability for the call. President Ryan asked Maravich about planning for the July TSA webinar, Maravich clarified that TSA is not able to publicly comment at this time, so the webinar will be pushed back to August. President Ryan talked about upcoming potential speakers for webinars, Braendel will make President Ryan an organizer for the Zane Kirby webinar, and Braendel asked to set up a time for a test call. Moulton agreed and said that he is working to set up a time for the run through.

ISC Councilor Report – Holly Powers

- I. ISC Project – Powers reported that they are currently working with SI Canada and SI Mexico on membership retention, that they plan to meet and report back.
- II. SI Winnipeg NASC Refund – President Ryan recommended that the EC give SI Winnipeg 5,000 Canadian Dollars (\$3,800 USD) to assist with their losses incurred from NASC being cancelled. So motioned by Allis, seconded by Powers. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes. Braendel asked the EC how they are going to refund the payment since SI Winnipeg still owes Skål USA their refund. Allis withdrew his motion, and made a new motion that Skål USA pays SI Winnipeg 5,000 Canadian Dollars (\$3,800 USD) to assist with their losses incurred from NASC being cancelled, but that amount be deducted from the refund that SI Winnipeg is still owes Skål USA, and that the refund be in U.S. Dollars and not done via PayPal. Motion seconded by Maravich. There being no further discussion, Ryan called for a vote: all in favor, no opposed, no abstentions, the motion passes. The EC had some discussion regarding planning future conferences and using professional conference planners to limit the losses incurred, as well as making sure that future conference hosts have insurance so that this doesn't happen again.

Financial Report – Art Allis

- I. Accounts Receivable Report – Allis reported that their accounts receivable was very low at \$2,056 but that most of it was credit to Skål USA, noting that SI Puerto Rico had not yet paid, and they owe \$1,950, but only have 14 members. Powers asked why they had paid Spain for SI

Puerto Rico when they hadn't paid yet. Braendel answered that the amount was credited to Skål USA to be used for any new members, and that the money is credit held by Skål International but belonging to Skål USA. President Ryan agreed saying that he does not want to be paying for clubs that have not yet submitted their dues. Dwyer asked the EC if anyone had reached out to SI Puerto Rico, Powers recommended they talk to Ronald Flores. Allis will reach out to Flores and copy President Ryan on his communications.

- II. Insurance Program – Allis will send out a letter mid-June about club participation in the Skål insurance program and President Ryan will mention it in his club presidents call.

Administration Report – Richard Scinta

- I. Nothing to report.

VP of Membership Report – Jim Dwyer

- I. Reported that the San Diego has started working to form a club.
- II. Dwyer has sent out rosters to all the club presidents showing what Skål USA has on file for their clubs and asking them to update that with the correct information. Dwyer reported that in the last three weeks multiple clubs had members serving as club officers who were not on their rosters. He said he is getting lots of feedback with the goal that all the Skål USA members are updated and are getting their communications.

Directors of Membership Reports – Morgan Maravich & Celeste Lupercio

- I. Nothing to report.

VP of Communications Report – Tom Moulton

- I. Sponsorship Press Release with UATP – Moulton reported that the release will be sent out for approval and then it will be sent out via the PR Newswire.
- II. Newsletter – Will be sent out before June 11th with Orlando as the feature article and the award recipients of the AGM. The article will also be submitted to the Skål International magazine that will be published in June. Moulton asked the EC if they released anything public about Roger Dow's award, Maravich said that she didn't think they had, Moulton recommended that they announce it and promote it to the membership. Powers said she thought that the EC was going to present it during the NCM.
- III. NCM Discussion – President Ryan agreed that they should start planning the NCM, Braendel confirmed that their room was still reserved in Washington D.C. President Ryan will be working on the new schedule and Maravich will look into what hotels are available. Powers asked the EC if they should invite Hagen to give him the award in Washington D.C. Lupercio will check with Hagen to see his availability to accept the award at the ABA offices on the 24th. Hagen's hotel will be covered by a member of the EDC.

There being no further discussion, Maravich 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 July 7th, 2020 at 4:00 PM, EST.