

MINUTES FROM THE 2020 SKÅL INTERNATIONAL USA JULY 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, July 7th, 2020 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	Robert Lowell – Skål USA Deputy Auditor

Absent:

JoAnne Ford – Skål USA Auditor

Call to Order

President Ryan called the meeting to order and had VP of Administration Scinta hold roll call. Scinta determined that quorum had been met.

President's Update – Dave Ryan

- President Ryan introduced the SI Philadelphia Club President Greg DeShields to speak to the EC regarding a social justice statement and platform for their club. DeShields thanked President Ryan for the opportunity and summarized the impacts of COVID-19 and the current social justice movement on their industry, specifically in Philadelphia. DeShields and his board felt it is necessary that they make a statement advocating for inclusivity within the hospitality industry. After he finished sharing the statement and rationale with the board, President Ryan thanked him for sharing with the board and later in the meeting, the EC will discuss the statement. DeShields thanked the EC and left the call.
- Approval of Consent Agenda – Scinta motioned to approve the agenda contingent upon the end of April Financial Report being changed to reflect that it was the end of May Financial Report. Motion seconded by Dwyer. There being no further discussion, there was a call for a vote: all in favor, no opposed, motion passes.
- ASTA Reciprocal Agreement (Zane Kirby) – President Ryan summarized his conversation with Kirby about the reciprocity ASTA and Skål USA will receive. He said once they have something in writing, he will bring it to the EC for review.
- Hospitality Strong Relief Fund Update – Scinta summarized their progress, that they have been working with SI Long Island. He said they started getting some traction, but that is has stalled. He recommended that they come up with a competition to encourage fundraising between the clubs. He also noted that club donations and fund applications have been down, stating that they should try to get the messaging past the club president level, directly to the members. President Ryan suggested that the EC could contribute \$1,000 as a club incentive: \$500 going to the club with the highest member participation and \$500 going to the club that donates the most funding. The EC discussed various qualifiers to make sure the financial incentive is fair and helpful. President Ryan

also recommended that they get stories from recipients of the fund. The EC discussed multiple ideas for how to encourage donations, the most prominent being the encouragement of small donations. Powers noted that clubs not meeting in person and being disconnected themselves could contribute to the lack of turn out. President Ryan agreed but said that the EC still needs to try to get this message out as much as possible. Moulton stated that he doesn't believe it's a communication issue, rather that since COVID has hit, there have been so many different funds set up that the call for donations could be white noise. Powers recommended that they look through the names of those who have donated, Maravich did so on the call and cited the names of Skål members who have donated. Maravich suggested that rather than sending out a mass email, Ryan sends individual emails to the membership informing them of the fund and how to donate. Powers also recommended they hold off on another push until September, since most clubs go dark in July and August seasonally. The discussion shifted to the language used around their calls to action and their messaging. President Ryan will draft a letter that will go personally to all the members and they will work to get a testimonial from a recipient of the fund. Upon further discussion, the EC decided not to make a motion until they have a clearer idea on how they want to proceed. President Ryan has tabled the discussion until the August meeting, and in the meantime, they will continue with the other aspects of promoting the fund.

- Discussion: How can we make sure all Club Presidents profile information is updated on the SI website and how we can get them to update their membership? President Ryan opened the discussion up and gave the floor to Dwyer to lead the discussion. Dwyer stated that about 8 or 9 clubs have not yet responded with their data. He informed the EC that most club presidents have a personal email with their contact information, as a secondary source he will reach out to the club secretaries or treasurers to see if he can get a response, his goal is to get all the club data updated by the end of the week. Powers said that their goal is to get it updated before the virtual World Congress in October so that Skål USA can finally cast all 51 votes – and if they don't have the updated emails the invites and ballots will be wasted. Powers also recommended that they set up webinars with individual clubs and help them update their information right then and there – noting that with so many out of work that the clubs themselves might not have updated information. President Ryan agreed and said they should host a refresh webinar later in the year, he thanked Dwyer for all of his work and for assisting the membership in getting their data updated.
- Young Skål Symposium at NASC Proposal from Troy Zaffarino – President Ryan announced that they are skipping the proposal because Zaffarino is not yet ready to present. Powers noted that from the NASC committee last year, there will be no Young Skål program at NASC, that right now it is just a membership category. The EC discussed the Young Skål membership qualifications, their current membership, and their messaging around participation. They do not want to discourage involvement in Young Skål and want to work towards some sort of programming for them. Maravich recommended that they try to do something at the conference for them in addition to year-round programming, so they feel that they get something out of Skål as well. Powers asked who would organize this and Maravich said she would be happy to handle it with the help of Lupercio as a membership-based push and to have someone on the EC overseeing what is going on there and to keep the EC informed. Powers also noted that the strong Young Skål programs are often associated with a university with a tourism and hospitality program, while also noting that that SI has moved away from a national Young Skål program since it didn't have a high conversion rate. Powers also informed the EC that SI will likely be changing the Young Skål membership into

two categories: one for students and one for young professionals that will be almost the same in dues as the regular Skål membership. President Ryan recommended that Maravich meet with Zaffarino to come up with a solution to address Young Skål, get them involved, and follow up on the special designation badge options. The EC agreed and wrapped up the discussion.

- Skål International Website Offering – Powers reported that SI wants to host club websites and SI Germany and SI France are onboarding first. Powers recommended that Skål USA step back and wait to see how it works out and the process before they join. Powers also noted that it is not truly free to clubs as there are hosting fees. President Ryan thanked her for the update.

ISC Councilor Report – Holly Powers

- Powers reported that SI President Peter Morrison has withdrawn the request for an extraordinary meeting in July. She also reported that he is unable to run for another term since he is out of a job at the moment. Candidate nominations have been completed and Powers said that SI Vice President, Bill Rheume, will likely be SI President with the resignation of the other Vice President. The current three Directors will run for the two Vice President positions and there will be two open positions for Director and there are currently 4 nominees, Powers reviewed the nominees with the EC. She stated that there are two people running for International Auditor and reviewed those candidates. She also reported that there will be a virtual AGM in October and that electronic voting will be done for the first time allowing all accredited clubs to have a vote and voice.

Financial Report - Art Allis

- Allis previously send out the financial statements from June 30th and commentary for the EC's review. He reported that the FVF liability is at \$4,000, which last year at this time it was \$6,900. Under total expenses the AGM club expense is \$4,000 even though they did not have an in-person AGM – he attributed this expense to the write-off amount for clubs that did not attend. Allis also noted that with the NCM in September, the budget will need to be posted 30 days in advance and that the EC needs to give some thoughts to potential subsidies and how they will fund that. Allis also pointed out the potential decline in membership should be included in the budget. President Ryan agreed and state that they would discuss the budget in the August EC meeting.

Administration Report – Richard Scinta

- SI Orlando Meeting – Scinta reported that SI Orlando is having doubts about their ability to host the May meeting, especially with early funding, noting that both Canada and Mexico are unable to book any travel. The host hotelier recommended that the meeting look to be rescheduled for 2022. Scinta also reported that Orlando is placing attendance caps to help slow the spread of COVID. After finishing his summary, Maravich stated that she believes it to be too soon to start cancelling events for 2021. President Ryan agreed and said that the message it sends to the membership is negative as well. There was discussion about the ability of the EC to serve as a financial guarantor for the event or if they could help the club obtain insurance for the event. The EC continued their discussion about potential insurance, Maravich informed the EC that many insurance providers have stopped selling those riders given their massive, recent payouts with all the 2020 cancellations. President Ryan agreed that they need to look into insurance, and he will follow up with Lisa Conway about it.

VP of Membership Report – Jim Dwyer

- Nothing additional to report.

Directors of Membership Reports – Morgan Maravich & Celeste Lupercio

- Nothing additional to report.

VP of Communications Report – Tom Moulton

- President Ryan thanked Moulton for all his work with the upcoming webinars, and then asked about the pre-registered numbers for the upcoming webinars. Moulton thanked the EC for their help and support. He reported that they will schedule two webinars for August, and one additional webinar in September. The newsletter will go out on schedule, and Moulton reported that many clubs have sent in their zoom-meeting pictures and they will be included in the newsletter. President Ryan thanked Moulton for his report.

Other Business

- September NCM – President Ryan asked the EC if they wanted to go forward booking travel for the meeting in Washington, D.C. or if they wanted to hold off. After some discussion, the EC decided to hold off on flights until August 4th. Maravich reported that she is working with local hotels to secure them rooms.
- SI Philadelphia Proposal – President Ryan brought back the proposal from President DeShields with SI Philadelphia. During the discussion, Powers cited Article 2, Section 2, Number 4 of the Skål International Statutes, specifically prohibiting the EC or any Skål club from taking a political stance or making any political statements. Powers noted that they can propose a statute amendment, but the soonest a statute can be changed is 2024. After more discussion, President Ryan stated that he will draft a letter to DeShields citing that their hands are tied and that a club could face expulsion for violating that statute. President Ryan will make note to thank DeShields for his work with SI Philadelphia.

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 August 4th, 2020 at 4:00 PM, EST.