

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

Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the August Executive Committee Monthly Conference Call on Tuesday, August 4th, 2020 at 4:30 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
JoAnne Ford – Skål USA Auditor	

Call to Order

President Ryan called the meeting to order at 4:30 PM and VP of Administration Scinta held roll call. After roll call, Scinta stated that quorum had been met.

President's Update – Dave Ryan

- I. Approval of Consent Agenda – Dwyer motioned to approve the Consent Agenda, seconded by Powers. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.
- II. NCM in September planned for Washington D.C. – President Ryan said that it's clear that they need to host the NCM virtually not in person. Powers agreed and said that they need to get the agenda online soon and send out a letter to the membership letting them know of the upcoming change. Allis motioned that they move the NCM to be virtual and to be held on Friday, October 2nd. Motion seconded by Scinta. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes. ABA Administrator Braendel will reserve the time for 3 PM EST. The EC will post notice of the meeting date and time and will begin working on the agenda.
- III. Hospitality Strong Relief Fund Update – President Ryan had a call last week reporting that they had crossed over the \$10,000 mark, now their biggest challenge is to get applicants for the fund. The EC discussed potential ways to increase applications to disperse the funds – Dwyer asked if the EC should ask the clubs if they have hotelier members who have employees in need, and encourage them to apply. Lupercio had found some potential applicants for the fund. President Ryan and Scinta will be reviewing the applications on Thursday, so they can start dispersing funds and generate further awareness for the fund. Moulton will draft a press release with the application link for the simplified form. Moulton will send it to President Ryan and Scinta before Thursday for review. Powers recommended using the SI Orlando letter to send out to other clubs, highlighting what they are doing and thanking them for their call to action. Maravich said that in

the last meeting they have talked about sending out a letter with two calls to action: to donate and to also apply. Moulton agreed and will start working on it.

- IV. Skål International Contest to Update Profiles - Dwyer gave an overview of the Skål International plan, highlighting that they will give away five €100 Visa cards for club members who update their profiles on Skål.org before August 31st, Dwyer noted that this is just for individual members.
- V. Presidents Calls - Round 2 Talk AGM and Membership - Dwyer emphasized the importance of these calls and will take the lead on setting up the calls with the regional club rosters. There will be a total of four calls, two a week for the next two weeks - and then a fifth catch-all call for those members who are unable to attend the earlier ones. The calls will be held at 4 PM EST and will take place on August 11th, 12th, 18th and 20th. Dwyer will send invitations to the club presidents and request if they are unable to attend that they assign a representative for their club to be in attendance. Dwyer will send the invitation language to ABA Administrator Braendel who will set up the call and send out the invitation.

ISC Councilor Report – Holly Powers

- I. Meeting Summary - Powers summarized the ISC meeting from last week for the EC. She stated that they are in the process of reviewing over 57 bylaw changes, noting that many are simple or minor amendments, but she will bring the bigger changes to the attention of the EC after they have completed the review. Powers also commended Turkkan for pushing for better timing for the AGM so more members can participate in the meeting at a reasonable hour. She also noted that the voting will be electronic, but it will also be as the meeting is happening and emphasized that to be able to vote, the clubs need to be in attendance, on the call. Powers is also pushing for the voting to be at the start of the meeting to insure that as many clubs can participate as possible. Powers also reported that Turkkan will be running for VP, but that they will further discuss candidates at the NCM once they have a clearer list of who the delegates are. President Ryan thanked Powers for her report and noted that this AGM is historic since it will be the first virtual one, giving every club the chance to attend.

Financial Report - Art Allis

- I. Financial Aspects of Membership - Allis previously sent out an email to the EC with his report, he summarized that Skål Canada is projecting a 30% decline in membership, the ABA is projecting a 25% decline in membership and Allis is projecting a 25-30% decline in Skål USA's active membership. Allis did highlight the example of SI Boston finding a sponsor to aid those members who require assistance in paying their dues, and also recommended that financially struggling clubs look into ways to hold fundraisers for their members. Allis proposed that the EC establish a \$25,000 reserve for dues subsidies for their members, estimating that they set aside 10% of their reserves to help fund the dues for an estimated 12% of their membership (give or take 178 members). President Ryan stated that he wants to send out another survey to the membership before setting up this fund, noting that the last survey is about four months old and that updated data is crucial to making the best financial decision for their members. The EC generally discussed some of the questions that will be on the survey, but the emphasis was on

finding out the number of members who have left the industry. Maravich recommended that Skål rely on data from organizations that are member-based like Skål, instead of company-based like ABA. President Ryan agreed and they will reach out to like-organizations. Allis motioned to table his recommendation until next month when they have the survey results. Moulton recommended that the EC set up a meeting just to discuss the budget and run through the financial scenarios. There was some discussion about two clubs that are currently in jeopardy and that the funds should be used to sustain the healthy clubs as a priority. President Ryan will draft the survey and send it out next week. The EC will hold an extracurricular meeting on August 21st at 2pm EST to review and discuss their financial options.

Administration Report – Richard Scinta

- I. Nothing new to report, Scinta had to leave the call early.

VP of Membership Report – Jim Dwyer

- I. SI Philadelphia – Both Dwyer and President Ryan have been in touch regarding the letter the EC had sent to SI Philadelphia. President Ryan said he has not yet heard back from Deshields, but since the statement two members from SI Philadelphia have transferred to SI New Jersey.
- II. Membership Numbers by Category – Dwyer noted that the report he sent out to the EC is all done manually and that he has created a ticket for Spain to see if they were able to print it, but he has not yet heard back. Dwyer estimates that in September there will be 11 new members (to be approved Sept. 1) so they are taking advantage of the incentive.
- III. New Club Updates – For Skål San Diego Dwyer reported that they have done a lot of work over social media to promote and recruit and stated that there might be a new club there in September. For Skål Central Coast, there has been little movement and President Ryan thinks that they won't have a new club there this year. Skål Long Island had a meeting last Monday, Dwyer reported that they seem to be in jeopardy, but that the club assured him they will be alright. There was some brief discussion amongst the EC about their members and what they are doing to retain members.

Directors of Membership Reports – Morgan Maravich & Celeste Lupercio

- I. Maravich and Lupercio had nothing new to report outside of their reports. Maravich did note that there are significant amounts of retirements happening across companies and she asked if there is a large portion of their members who are expecting to move to retirement memberships because of the packages that their companies are offering. President Ryan will include a question that addresses this in the survey.

VP of Communications Report – Tom Moulton

- I. Moulton reported that he will have another test webinar tomorrow at 2 PM, he also summarized the webinars they have coming up and the background work that has gone into making those calls happen. ABA Admin Braendel reported that they have a call in place for September 10th, and reported for the Lori Webinar they have 43 registrations, and for the Roger Webinar they have 45

registrations. President Ryan encouraged the EC to invite potential members to these calls. Moulton also reported that he added headers on the website for the webinars to make it more visible and to encourage registration. Moulton reviewed the upcoming August webinar and how the panelist registration will work, to answer a question Powers had. Powers clarified that her question was about if they can actually see who is actively on the call. This concludes Moulton's report.

Other Business

- I. Budget Meeting – President Ryan reminded the EC that on Tuesday, September 1st at 4 PM they will have a meeting to discuss the budget.
- II. WEC Discussion – Powers asked if the request for submissions has gone out to the clubs for the WEC. The email has not yet gone out to the membership, but President Ryan said that they will work on it this week, noting that the only club who has expressed interest so far is SI Arkansas. The EC agreed that taking two days would be best to give them extra time to talk, especially with the extenuating circumstances of this year.

There being no further discussion, Maravich motioned to adjourn the meeting, seconded by Moulton. There being no further discussion, there was a call for a vote. All in favor, no opposed, no abstentions, motion passes and the meeting is adjourned. The next Executive Committee meeting will take place on Tuesday, September 1st, 2020 at 4:00 PM, EST.