

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

Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the September Executive Committee Monthly Conference Call on Tuesday, September 1st, 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 a roll call and determined that quorum had been met.

President's Update – Dave Ryan

- I. Approval of Consent Agenda – Moulton motioned for approval of the content agenda; Dwyer seconded. There being no discussion, there was a call for a vote: all in favor, no abstentions, motion passes.
- II. Hospitality Strong Relief Fund Update – Update will take place during Scinta's report.
- III. Club Presidents Call (Round 2) - Update will take place during Dwyer's report.
- IV. Club Communication and Skål USA Logo - Update will take place during Moulton's report.
- V. 2021 Election of the EC - Discussion will take place during Scinta's report.

ISC Councilor Report – Holly Powers

- I. FVF Update - Powers reported that they had received one donation to FVF from SI Fort Lauderdale in August.
- II. ISC Update - The ISC will be meeting next week as a forerunner leading up to their two-day meeting that will take place prior to the AGM, their elections will take place then.
- III. Survey Results - Powers has not yet received all the results, but as soon as she has everything back, she will share it with the EC. She noted that many clubs just don't know and have not contacted their members. President Ryan stated that approximately 35 clubs have participated, and he thanked Powers for all her work.

Financial Report – Art Allis

- I. Accounting and Billing Update - Allis reported that he and Braendel had made updates to the way they manage their chart of accounts, specifically in how they adjust the billing to reflect the full

cost of meetings. Previously travel had been billed to individual members, and now it will be added to the sum of the event.

- II. Travel Budget Discussion - The EC discussed the requirement that their travel budget not exceed 50% of the membership dues from the previous year, and the impact that the expected 30% drop in dues for 2021 would have on the budget. Lowell recommended that they raise this issue with the membership and get their approval for any changes. Allis shared his projections with the EC, noting that they will only need to cut an estimated \$5,000 for the next year. Powers noted that this is not up to the board but that the membership needs to give approval on any financial changes. She also recommended that they hold this until the spring AGM. The EC agreed and will table this.

Administration Report – Richard Scinta

- I. Hospitality Strong Update - Scinta reported that the fund has received a little over \$10,000 and that Ford had helped them audit the fund. So far, there are 24 applicants. Each will receive funding with Skål members receiving \$500 and non-Skål applicants receiving \$250. Now the focus is on obtaining testimonials from the recipients in order to help spread the news and gain more support. He thanked the EC for their support and efforts. Moulton asked if they were able to receive direct quotes from the recipients, Scinta responded stating that they will be reaching out to the recipients to see if they would be willing to share a quote or a video on their experience. Scinta said that right now, it's really good that they are helping people and that is their priority. President Ryan recommended that they put together a press release in coordination with their webinar with Anthony. Scinta also asked the EC to send him any questions they may have for the upcoming webinar since it will be Q&A style.
- II. 2021 Election for the EC - President Ryan reported that a few countries have elected to roll their 2020 board into 2021 as Skål navigates the global pandemic and its impact on the travel and tourism industry. President Ryan opened the floor to the EC for their thoughts and feedback. Powers stated that the main issue is that it requires a bylaw change and if they are going to proceed, they need to draft the change and make it public by tomorrow. She also stated that if there is a change in the bylaw that it would need to be a rollover for the entire board for just the year, she also noted that the only board she knows of doing that is Canada. Scinta agreed and stated that with the impacts of COVID-19, there is a lot of leeway. Maravich recommended that if they proceed with that option that they propose just a 1-year roll-over and that it won't impact their current term lengths. Powers agreed and volunteered to take the lead on putting the amendment together and that it will be posted by tomorrow for the membership to review. Powers also clarified that this would apply to the entire board, including auditors. Once drafted, Powers will send it along to Moulton and Braendel to take it live online. Allis motioned to propose a one-year rollover for the entire EC, with no penalties to the year already served. Motion seconded by Scinta. There being no further discussion, there was a call for a vote: all in favor, no abstentions, motion passes.
- III. NCM Agenda - Scinta reported that he has not yet received anything from the clubs regarding the upcoming NCM. Allis noted that they need the budget and they need to vote on the membership relief fund. Moulton noted they need to talk about what is coming up in May, Powers said they need to also talk about the AGM and upcoming candidates. Allis also recommended that they remind the membership about Skål International early invoicing with the opportunity to receive a

12% rebate, he noted that if all the clubs participated, they could save up to about \$10,000. Moulton asked Powers if Skål USA has made a decision on how they are proceeding, Powers said that there is no discussion yet on the executive level, but there is one on the ISC level. She also said that there is a discussion on home-based travel agents and how they were traditionally not allowed to join Skål. Powers asked the EC for them to send her any feedback on criteria to include in the ISC's discussion regarding membership. She emphasized that their goal has been to have members who are at least at a management level, but that today they are trying to fit their present membership into rules and regulations that were written years ago. She encouraged the EC to write out their thoughts for membership criteria and to send it to her before the meeting. President Ryan wrapped up the discussion by thanking her for her work and input.

- IV. WEC Proposals – Scinta reported that they have received approximated five bids for the WEC, and that he does not think they need to send out a reminder. Maravich recommended that they take COVID into consideration, not just the total cost, as a determining factor. Power agreed and said that if things continue, that it's unlikely they will host in in person meeting. She also said they will make a chart the breaks down each of the proposals for the EC to make the best decision.

VP of Membership Report – Jim Dwyer

- I. Membership Numbers by Category – Dwyer reported that he sent out the membership numbers last Friday to the EC and that they have had an increase of five members since then. There are nine other potential members pending, but that brings them to 1,745 total members presently.
- II. Skål International Membership Contest – Dwyer recapped the membership contest for those members who have updated their membership as of August 31st, stating that he helped quite a few clubs get their membership updated online for the chance to win a gift card from Skål International.
- III. Skål Call Updates – Dwyer reported that the following clubs did not participate in the calls: NE Pennsylvania, Centra Pennsylvania, Pittsburgh, Baltimore, Long Island, Jacksonville, Charlotte, Colorado, Phoenix and Hawaii. He said they need to reach out to those clubs to update them about the AGM and let them know that they need at the very least a delegate on those calls. Dwyer concluded his report. Powers recommended they create a call list and divide it amongst the EC to make sure that everyone at least gets a call. Dwyer also noted that many Skål members are having their emails blocked because they have used their work emails that they no longer have access to. Powers said that it is required that they have in writing who the voting delegate are, and they need to figure out for the auditors how they are going to count those delegates during the votes. Braendel state the voting will take place by a member raising their hand or indicating their vote in the chat, and that there will be a record there – but that it will be cumbersome with the attendance and the two motions and subsequent two votes. Powers clarified that only 44 clubs are eligible to vote. Moulton asked if they can have the registration include a question if the individual is the voting delegate, or if that could even suffice as the official designation for who the voting delegate is. Braendel stated that in the past they have used the chat function and that once a majority was determined, the ABA Administrator would notify the EC that the motion has been approved. Lowell stated that they need a way to record each vote, Ford agreed. After more discussion, the EC came to a consensus that they would need to hold a roll call and count each vote club-by-club to ensure accuracy. President Ryan agreed and said that this would be the simplest way to get the votes accurately.

Directors of Membership Reports – Morgan Maravich & Celeste Lupercio

- I. Both Maravich and Lupercio stated they had nothing outside of their reports to discuss.

VP of Communications Report – Tom Moulton

- I. Moulton shared his screen with the EC and had them view his options to vote on a Skål USA logo to be used consistently. Moulton shared his rationale about what happened with the old logo and why they made the decision to change it. After some discussion, it was determined that the EC would have a designer add the ring above the “a” in Skål, and that they will continue to use the Skål logo with the flag.
- II. Upcoming Webinars – Moulton reported that there are two upcoming webinars, the first on Thursday with 28 members, President Ryan requested they do another social media push. Moulton noted that they will have their test call tomorrow at 7 AM, using the same login as the Thursday call.

Other Business

- I. NCM Agenda - Scinta reminded the EC to submit their NCM agenda items to him. Maravich also recommended that they try to add on a virtual happy hour after the meeting for the membership.

There being no further discussion, Moulton motioned to adjourn the meeting, seconded by Powers. All in favor, no opposed, motion passes and the meeting is adjourned. Given that the NCM is taking place on October 2nd, the EC made the decision to push their next meeting to November, rather than meeting twice in October.