

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

*Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the November Executive Committee Monthly via Video Conference Call on Thursday, November 5<sup>th</sup>, 2020.*

### **The following Committee Members were present at this meeting:**

Dave Ryan—President	Holly Powers—International Skål Councilor
Richard Scinta—VP of Administration	Art Allis—VP of Finance
Jim Dwyer—VP of Membership	Morgan Maravich—Director of Membership
JoAnne Ford—Auditor	Tom Moulton—VP Communications & PR
Robert Lowell – Skål USA Deputy Auditor	

### **The following Committee Members were not present at the meeting:**

Celeste Lupercio—Director of Membership      JoAnne Ford – Skål USA Auditor

### **Call to Order**

President Ryan called the meeting to order at 4:00 PM. VP of Administration Scinta held roll call and determined that quorum had been met.

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

- I. Approval of the Consent Agenda – Scinta had sent out the reports to the EC for their review. Allis motioned to approve, seconded by Moulton. Before the vote, Allis noted that the report had included the financial YTD through September 30<sup>th</sup>, but that yesterday he had sent out the financials YTD through October 31<sup>st</sup>. The EC thanked Allis and ABA Administrator Braendel for their work on this. There was a call for a vote, all in favor, no opposed: motion passes.
- II. New Website preview using SI platform with Denis Smith – President Ryan thanked Mr. Smith for his time and presentation, sharing with the EC the direction with the ongoing digital transformation.
- III. Dues Relief Process Discussion – President Ryan informed the EC that he had gotten many questions regarding the Dues Relief Process. Dwyer had previously sent out a spreadsheet to the EC with the feedback he had received from 23 clubs (out of 45 clubs). He expected to hear back from the remaining clubs this upcoming week. Allis thanked Dwyer for all his work on this. Allis also drafted two letters but wanted clarification from the EC so that the language is in line with the motion that was made. President Ryan asked Powers her perspective on aligning this application process to the one FVF uses. Powers agreed and noted that the FVF application and disbursement process for FVF is all confidential, but still known by the Club President and the ISC, unless the application consents to it being public. Powers also noted that it's crucial that the Club President is aware of what is going on with the members in their club. Also this way allows the EC to disburse a credit directly to the club for the application rather than

writing a check to an individual club member. The EC agreed that the confidentiality is implied in the application and that the Skål USA leadership that is coming in contact with the applications and information will be instructed to treat the whole process as confidential. Moulton has already created the application and set it up so that a completed copy of the application will go to the Club President and then ABA Administrator Braendel. President Ryan also asked that they remove the confidentiality question from the application since it is implied. Moulton will take care of it and then the application is good to go. The application will be sent out to the membership on Monday. The EC took a brief break and decided that they will table the new website discussion, the content, and the transfer for their meeting next month.

### **International Skål Councilor Report – Holly Powers**

- I. Tourism Cares – Powers reported the Tourism Cares requested that Skål USA send out their fundraiser auction information to their membership for their annual fundraiser, this year it will be held online. Motion to approve this request made by Allis, seconded by Moulton. There was a call for a vote, all in favor, no opposed: motion passes. President Ryan asked the EC if they would consider a \$500 donation to Tourism Cares in lieu of their traditional travel package that they donate. Powers agreed and so motioned the \$500 donation, seconded by Scinta. There was a call for a vote, all in favor, no opposed: motion passes. ABA Administrator Braendel will make the cash donation to Tourism Cares on behalf of Skål USA.
- II. Young Skål Categories and Communication – Powers summarized the background of Young Skål, noting that it started as an international initiative, but only saw success in a few clubs and overall didn't work on an international scale. That is what brought about the change in membership categories, noting that such a small program had three separate membership categories. Powers shared that in the AGM they passed clarifying language for who can qualify as a Young Skål student, they also removed the Young Skål Associate category and made the Young Skål Professional category essentially an active member. Powers summarized that the two remaining categories leaves a Young Skål member with the options of being a student or an active member. She will send out the approved bylaws to the EC for their review, but she also recommended that they send this out to the entire membership soon, so clubs are able to make the determination now that they need to elevate those members to active members or designate them as students. Powers emphasized that the intent was not to minimize the importance of Young Skål members, rather they wanted to have the membership categories better reflect the members that they have now, so it works for the entire organization.

### **Financial Report – Art Allis**

- I. NASC Tucson Update May 13<sup>th</sup>-16<sup>th</sup>, 2021- Allis reported to the EC that they have put together a Thursday – Sunday package (travel restrictions allowing) to the Tucson Wyndham Resort, and that they have kept the same dates originally planned for the Orlando meeting for consistency. He noted that there are options for outdoor functions, weather permitting at this venue. He highlighted that this NASC has been planned with really no financial risk to SI Tucson on the front end, he also noted that this needs to be presented to the NASC Committee and they will come up with the formal proposal. Maravich commented that the site is a really wonderful venue and that it will be a great fit for NASC, and thanked Allis for all his work in

setting this up. She also recommended that they leave the dates open, potentially later in the year closer to June or July, Powers agreed but noted that per the bylaws, the NASC needs to take place before July. After further discussion, Maravich motioned to support the proposal, seconded by Powers. There was a call for a vote, all in favor, no opposed: motion passes. SI Tucson will host NASC at the Wyndham Resort with the dates open for May-June of 2021. Allis and Moulton will continue to work to nail down a date and formal proposal for the committee.

- II. Updating Job Descriptions and Calendar of Events – Allis reported that often incoming EC members are not totally up to date on their roles and job descriptions until they are months into their posts. He gave the example that the VP of Finance description says nothing about working on the insurance plans for the clubs, but that it is important, and it falls to the VP of Finance. He asked the EC to take some time to review their role in the MOI and make the appropriate updates, noting that continuity for the 2021 EC will be essential.

#### **Administration Update – Richard Scinta**

- I. Winter EC Meeting – Little Rock Date Acceptance – January 28<sup>th</sup>-30<sup>th</sup>, 2021—Scinta summarized the proposal for the 2021 WEC and asked for a motion. Motion to accept made by Scinta, seconded by Powers. There was a call for a vote, all in favor, no opposed: motion passes.

#### **VP Membership Update – Jim Dwyer**

- I. Membership Update – Dwyer reported that they currently stand at 1,765 Members, with 8 pending approval. He commended Maravich and Lupercio on their efforts in contacting the clubs with pending members, and he hopes in the next few weeks they will have 5 more members. He stated that the membership push is working, and it's not just one club pulling in new members. This concludes his membership update.

#### **Director of Membership Update – Morgan Maravich & Celeste Lupercio**

- I. Maravich reminded the EC that they have a webinar taking place next week with guest speaker Pete Pantuso of the ABA, she thanked Braendel for his work to help set this up. She also reported that they are working on a last webinar for the year that will be a roundtable; they already have two panelists confirmed and two more potential panelists in talks. President Ryan thanked Maravich for the update and commended the entire membership team on their work in setting up such a strong webinar schedule this past year.

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

- I. Communications Update – Moulton reported on their efforts to inform the membership on all the candidates running for office. He also reported on the Hospitality Strong initiative, reporting that the banner is live online, and they also have the dashboard page online. He encouraged the EC to use the new email signature that they created to help promote Skål USA and Hospitality International.
- II. International Newsletter Discussion – President Ryan thanked Moulton for his work and noted that Skål USA has been very overlooked in the Skål International Newsletter. He stated that it's not for their efforts, but that he and Moulton will work with the Skål International leadership to see what they can do to have Skål USA featured more prominently. He also recommended

that they reach out to individual Skål USA clubs and have them submit content to the International Newsletter as well.

*There being no further discussion Powers motioned to adjourn the meeting, seconded by Scinta. There was a call for a vote: all in favor, no opposed, motion passes, and the meeting is adjourned. The next Executive Committee Meeting will take place on Tuesday, December 1<sup>st</sup>, 2020 at 4:00 PM EST.*