

MINTUES FROM THE 2021 SKÅL INTERNATIONAL USA JANUARY EXECUTIVE COMMITTEE MEETING HELD VIA CONFERENCE CALL

Upon notice duly given, Skål International USA, a professional organization of tourism leaders around the world, held the January Executive Committee Meeting via video conference call on Monday, January 11, 2021 at 3PM, EST.

The following Executive Committee Members were present:

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

Also present: ABA Administrator – Eric Braendel

Call to Order

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

President's Update – Jim Dwyer

- I. Approval of the Consent Agenda – Powers motioned to approve the Consent Agenda. There being no further discussion, there was a call for a vote, all in favor, no opposed, no abstentions, motion passes.
- II. Winter EC Meeting 2021 & 2022 – Since they were unable to host the 2021 WED in person in Arkansas, the EC wanted to award SI Arkansas with the 2022 WEC. So motioned by Maravich, seconded by Irgang. There being no further discussion, there was a call for a vote, all in favor, no opposed, no abstentions, motion passes.
- III. Webinar Presenters & Honorary Skål Membership Discussion – Dwyer proposed the idea of making non-Skål members who serve as a webinar presenter an Honorary Skål member. Powers asked about the logistics of this, and Dwyer answered that it would be a title and that Skål USA would pay for the club membership. Allis motioned that they give them the title, make them an active member where Skål USA pays for their first full year of dues, seconded by Powers, floor is open for discussion. Davis asked if Skål USA will pay for their international and national dues, leaving the local club to cover the rest of the dues. Moulton noted that is leaves the local club to have to foot the rest of the membership bill, Powers said that for it to be fair, Skål USA needs to cover the international, national, and local club dues so the local clubs aren't having to pay an added expense. Maravich agreed, she said she will create a list of all their webinar presenters, offer them the honorary membership, and then meet with the local club about each member, giving this a trial run for the year. After further discussion about the logistics, Allis withdrew his motion. Maravich will proceed with a master list of all the webinar presenters and will have a conversation with them about either them being an honorary Skål member, or if they recommend another person to be involved with Skål for the year. Dwyer agreed and said it's best if the membership team runs with this. Maravich will come up with the list and touch base with Dwyer and Moulton before speaking to the presenters about the offering.

- IV. Skål USA Email Discussion – Dwyer wanted feedback from the EC about the effectiveness of using the official Skål USA emails. Dwyer summarized some of the issues that he had encountered, Allis noted that he has used it but that he prefers not to. After some discussion and troubleshooting, the EC decided they will continue to use the emails (with the exception of Powers since she is affiliated with Skål International and a change in emails would cause more confusion). They will reach out to Moulton if they have any functionality issues, and he will help them troubleshoot.
- V. Webinars Discussion – Maravich reported that she is working on setting up a call with Best Western to get a webinar put together. Dwyer encouraged all the EC members to brainstorm good webinar candidates, so it doesn't just all fall to one team, noting that the EC has a depth of experience across the travel and tourism industry. Powers suggested that they put together a webinar that teaches clubs and club presidents how to run effective meetings via zoom. Dwyer agreed and said it was an excellent idea, Maravich recommended a member from SI Calgary who specializes in meetings and how to facilitate effective meetings. Dwyer encouraged the EC to make an effort to get all the club presidents on this call, and that EC agreed. They will begin planning to get the webinar put together.
- VI. PR Team & Responsibilities – Davis reported that she is working on establishing a PR team with past president Dave Ryan as her only member at the moment. Currently she is working on streamlining the website administrators, posting guidelines, and then creating an administrative team that will enforce those standards. Davis reported that she still had not gotten access to the Instagram account and the LinkedIn account, but that she was working on it. The EC approved her proposal to reset all the administrators on the Skål USA social media platforms. Once Davis has access to all of the accounts, she will come up with posting guidelines and begin moderating the platforms.
- VII. Skål USA Documentation & Procedures – Scinta reported that they need to get the clubs to update their legal documents, citing that many have not updated their documents in over a decade. He pointed out their Skål USA documents need to be updated and correspond with the Skål International documents. Dwyer noted that SI member Carlos Banks with SI Fort Lauderdale & Palm Beach would be willing to help.
- VIII. Membership Retention & Growth – Dwyer reported that Skål clubs are cleaning up their rosters as it is the beginning of the year, he noted that as of last Thursday they have lost 42 members and that membership is likely to dip below 1,700 members as the lists are scrubbed. The EC discussed a few other club updates but reiterated the importance of keeping clubs and members active and engaged.
- IX. Club Officers – Dwyer told the EC they are working hard to get the club data forms completely updated by the end of January.
- X. Website Discussion – Dwyer noted that currently their website is somewhat static and that they need events and programming to start to draw members to the site, and to encourage traffic there. He reinforced the importance of using their social media platforms to drive members to their website.
- XI. Skål Relevancy – Dwyer cited an overall goal to continue to make Skål relevant to the membership and the overall value it provides to those in the travel and tourism industry.
- XII. Quarterly Goal Setting – Dwyer set the goal that he wants each of the committees to set goals for each quarter and track their efforts at their monthly meetings. He gave the example with membership, they are at about 1,680 members after all the roster updates, noting that they started before the pandemic with 1,838 members. He said it

is crucial to get and retain more members. Davis asked if they could help their membership by providing them with a robust, active jobs board. Dwyer agreed, and said that there currently is a jobs board on their site, Moulton reported that he is waiting to hear back from HotJobs, a jobs listing service. As soon as he does, it will be discussed, and they will get those jobs posted on their site for the membership. Moulton thanked Davis for the recommendation.

- XIII. Past President Invitation to Skål National & Skål International Events for 2021 – Dwyer said in light of 2020, he thinks the EC should invite Past President Dave Ryan to attend the national and international Skål events taking place in 2021. Powers agreed and so moved, seconded by Maravich. There being no further discussion, there was a call for a vote, all in favor, no opposed, no abstentions, motion passes.
- XIV. New Skål Campaign – Dwyer stated that he will table this topic for later discussion.

International Skål Councillor Report – Holly Powers

- I. FVF Fund – Powers said that she was notified that there are some checks that were written in 2020 that have not yet arrived, she will document them and credit them appropriately as they are received. Power also reported that she has sent out individual thank you notes to each of the clubs who have donated.
- II. ISC Report – The ISC is meeting on a bi-monthly basis, but she noted that will likely end up being on a monthly basis. The ISC is working to see if they are able to commingle future FVF/Membership Development Fund donations, they cannot do it retroactively, but with the FVF being so well funded and Membership Development being more important than ever, they want to help boost that fund going forward. Powers reported that the bylaw that was passed to cover members who are in-between jobs in the travel and tourism sector, the language is being reworded so the member is covered for the year they lose their job, and an additional year so they are able to remain a Skål USA member. She also noted that while COVID brought this amendment to the forefront, that this protection should extend past COVID since there is nothing in place that allows a member to remain a Skål USA member while they are in-between jobs. Powers also recommended that in the event a member loses their job due to COVID-related layoffs, and they are able to find another job in the travel and tourism sector, that the individual have their administrative fee waived upon returning to Skål. She will keep the EC apprised of any developments.
- III. Other Reports – Powers also reported that SI Canada is having their AGM and NCM in October in conjunction with the World Congress.

Financial Report – Art Allis

- I. NASC Tucson Update – SI Tucson would like to host NASC in May or June, but they are not going to make a final decision on it yet. Allis mentioned that Dwyer had suggested a potential April meeting, they aren't making plans yet but can coordinate it if needed.
- II. Dues Aid Report – Allis started by thanking Moulton for all his help in facilitating this effort. He reported that at this time, they have 15 clubs with members who have applied: 21 from SI New Orleans, 13 from SI Boston, 10 from SI Chicago, 9 from SI Northeastern Pennsylvania, 7 from SI Sacramento, and the rest are in twos or ones. They have approved 86 requests, they have received 6 more applications that need to be reviewed, two applications are pending, and three requests have been rejected (two of which were not listed in Skål International as members and one was retired).

- III. Other Reports – Allis projected Skål USA in 2020 to have a net income of \$14, and they beat that by \$56,302. Allis will send out the remainder of his report to the EC for their review.

Administration Update – Richard Scinta

- I. For the Tucson meeting, they are going to title it either the AGM or the NCM, not NASC, since they technically cannot call it NASC. The EC agreed and decided upon AGM.

Membership Update – Tom Moulton

- I. Moulton stated that planning a meeting in April would be very difficult and recommended they aim for May/June, he also recommended a virtual planning and goal setting meeting for the EC, separate from their monthly meetings. The membership team will present their plan and outline for the year to the EC by the end of January. After some discussion, Powers recommended that the whole EC plan a day-long zoom meeting to plan for the year, make a schedule and to sign the MOU. The EC agreed and decided to set aside 4-5 hours for planning. After further discussion, they decided upon Friday, January 29th from 1 – 5 PM EST for their planning zoom meeting. Scinta will come up with an agenda for the call.
- II. Maravich and Irgang had nothing new to report.

Communications Update – Pam Davis

- I. Davis had nothing new to report.

There being no further business to discuss, motion to adjourn made by Scinta, seconded by Allis.

There being no further discussion, there was a call for a vote, all in favor, no opposed, no abstentions, motion passes, meeting in adjourned. The next Executive Committee Meeting will take place on Tuesday, February 2nd, 2021.