

MINUTES FROM THE 2021 SKÅL INTERNATIONAL USA FEBRUARY 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 February Executive Committee Meeting via Video Conference Call on Monday, February 1st, 2021 at 1PM, EST.

The following Executive Committee Members were present at this meeting:

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

Also present at this meeting:

Burcin Turkkan—Skal International Senior VP Eric Braendel—ABA Administrator

Call to Order

President Dwyer called the meeting to order, and asked VP of Administration Scinta to hold the roll call. Scinta determined that quorum had been met. President Dwyer thanked Skal International Senior VP Burcin Turkkan for also joining the call.

President's Update – Jim Dwyer

- I. Approval of the Consent Agenda – Dwyer thanked the EC for all of their hard work on their reports, he asked for a motion to approve the Consent Agenda. So motioned by Alli, seconded by Powers, floor open for discussion. Auditor Ford asked Dwyer about the funding from SI Australia in his report. Dwyer clarified that it was for those members who had been impacted by the West Coast fires and that with SI Australia's permission, they had passed along the donation to a nonprofit that is focused on assisting those who are in need after the fires. There being no further discussion, there was a call for a vote: all in favor, no opposed, no abstentions, motion passes.
- II. MOI & MOU Discussion of the EC Review – Dwyer encouraged the EC to review the MOI and MOU, and to familiarize themselves with the parameters of their roles. Scinta recommended that at each meeting they review a portion of the MOI to that it stays top-of-mind for the EC. The members agreed, noting that Dwyer has the authority to set the agenda for the meetings and that he can add that as an item to their monthly meetings. Ford also noted that as an Auditor, they have taken on the responsibility to keep the MOI and field manuals updated for the team. Dwyer thanked her for her work. Powers also recommended that as the MOI and field manuals are updated that as a general practice, they include the date the

document was updated on the front page to make sure they are all working from the most up-to-date version.

- III. Webinars & Hospitality Strong Fundraiser – Dwyer commended the team on all of their hard work with the webinars, he discussed the upcoming webinar with the Travel Institute. On 2/25 they will have a webinar with a Skålleague from the SI Calgary Club, during that meeting they will learn how to run effective zoom meetings to make the most out of them. Dwyer emphasized the importance of getting all the club presidents on this call. Looking forward to March on 2/16 they will have a webinar with the CEO of Tourism Cares.
- IV. “What is Skal?” Campaign – Dwyer addressed the “What is Skal?” Campaign, noting that the membership team is working on it and they will discuss it. He emphasized the importance of the Skal name being at the forefront of the travel and tourism industry.
- V. Accountability & 2021 Goals – Dwyer stated that he wants to set quarterly goals and objectives for each of the committees and in each meeting, they will report on those goals, with a summary at the end of each quarter. Scinta agreed, noting that this is a great idea and that it will be helpful in keeping the EC accountable for their objectives for the year.
- VI. Web-I-Thon with Anthony & Guests for Hospitality Strong – Dwyer introduced the idea to the EC, noting that they have not received the funding for Hospitality Strong that they had anticipated in 2020. They discussed a telethon over the course of 3-4 hours, and who they could have on the web event. He noted that they don’t have anything concrete, but that they would like to get something going in early March. Dwyer thanked Moulton for including the Hospitality Strong logo in his email signature, and recommended the rest of the EC do so, to help spread awareness. This concluded Dwyer’s update.

International Skal Councilor Report – Holly Powers

- I. FVF Fund – Powers reported that the FVF did not receive the number of donations that they had in previous years and said she will be sending out a letter to the club presidents asking if they are able to donate anything, regardless of how small.
- II. ISC – Powers stated that started next week they will have bi-monthly and then committee meetings taking place on a monthly basis. The new president has promised that any issues raised in the ISC meetings will be brought up in the Executive Committee meetings so issues will be quickly discussed and then voted on and/or implemented. She noted that should a club have an issue or concern that they need to bring it to their National Committee first and then it escalates to Skal International. She believes that the Skal USA EC should be able to address any issues that a local club may have.
- III. NCM in Quebec – Powers reported that on a global scale, everyone is prepared to have an

online AGM with the continuation of COVID-19, but that they are hopeful they can have an in-person meeting in the fall. She said that they need to prepare for the AGM to be online in the spring. Powers also recommended that the EC changes the usual \$500 credit for ACM attendance, to apply to the NCM this year instead. She also noted that Quebec is going forward with the World Congress as planned, knowing that it will be much smaller this year; they will start promoting it in March and then take registration in May. She proposes that the EC plans to host the AGM virtually, with the potential of the EC meeting together for the meeting like they have done with other meetings, and then have the \$500 credit apply to the NCM attendance. Dwyer agreed and asked Scinta if it is feasible to hold the AGM on 5/19, Scinta affirmed that it is. Maravich agreed with Powers proposal, but also cautioned that she believes that the World Congress will likely be virtual this year and that they should start planning a back-up location now. Davis seconded the proposal by Powers. Turkkan commented that everything is remaining fluid while they wait to see how individual governments approach their lockdowns, and how the vaccine distribution is handled. Powers agreed and after further discussion, she clarified her proposal: Powers proposes that in order to finalize their upcoming calendar, and for the EC to comply with their meeting announcement regulations, that they hold the AGM in May as a virtual meeting, with the option for the EC to gather together to host; at that meeting the EC will proposed a bylaw change that allows the EC to be given a waiver that allows them to go to the World Congress, to invite past president Dave Ryan, and a bylaw change that will allow the \$500 credit to be given upon attendance at the NCM instead of the AGM. Powers also proposes that they host the NCM in Quebec in conjunction and coordination with the World Congress. Motion seconded by Davis. There being no further discussion, Dwyer called for a vote. All in favor, no opposed, no abstentions, motion passes. Powers will take the lead on putting this into execution.

Guest Speaker Skal International Senior Vice President – Burcin Turkkan

- I. Turkkan congratulated Dwyer and the rest of the EC on their positions and their efforts so far. As a Senior VP, Turkkan reviewed her role and responsibilities with the EC and gave an overview of the team that she serves with. Turkkan reviewed their goals for 2021, with the focus being on a passion for tourism and professional pride for Skal. She also highlighted their focus on developing global partnerships, increasing Skal's visibility, providing decisive leadership through the economic recovery of the tourism industry, and their continued work to support and benefit the members of Skal. They are also really focusing on how to be more visible internally and externally. Turkkan will be reviewing the social media platforms of the clubs based on an audit checklist that they have prepared. They have outlined 12 press releases that they will be issuing this year with the set themes, emphasizing the importance of clubs working with their local media to raise awareness. She touched on the speaker's bureau project set for February and March and encouraged all clubs to have and use a media list, to invite members of the press to their webinars and events, and to send their press releases to Skal International as well. Turkkan stated that she is looking forward to working more closely with VP of Communications & PR Pam Davis, and that she's excited to see the continued work of Skal USA. She also announced that Skal International has been nominated as the World's Leading Tourism Association by Uzakrota Travel Awards. Dwyer thanked her for her report and noted that the membership team is specifically tasked with getting stories from local clubs,

he also encouraged the EC to think about membership differently in order to encourage new membership and member retention initiatives.

Financial Report – Art Allis

- I. AGM Discussion/Club Survey – Allis reminded the EC that in the budget, they predicted a 30% decline in in the active and overall membership. Moulton reported that they are currently at around 1,600 members, and if that holds then they will not lose the estimated \$22,500 that Allis had predicted. Allis thanked the EC for all their work and concluded his report.

Administration Update – Richard Scinta

- I. 2020 Club of the Year Discission – Scinta reported that he is about to send out the 2020 Club of the Year letter to the membership. Before he did so, he wanted to review the criteria with the EC. To receive the 2020 Club of the Year award (and the \$1,000) a club must have: paid their annual dues on time, completed the Skal USA Club Data form, attended the virtual AGM, had a net increase of 5% or added 5 members (for the year) to their club, and established or hosted a charitable/educational event. Scinta wanted the EC’s feedback on if they should keep the same standards for 2020 or amend them with the impact of the last year. Powers stated that she doesn’t believe that they can change the criteria after the fact. Overall, they had 116 new members join in 2020, and the EC need to look to see if any clubs are eligible with the original criteria first. The consensus was that they should amend the requirements for 2021 to allow more clubs to be eligible. Allis recommended that the EC have a monthly membership report that documents the number by category for each month. There was further discussion about a similar report existing before, and how the EC could put together a new report to get that data, noting that it should also be broken down by club and not just membership category. After further discussion, it was decided that Allis, Moulton, and Powers will meet to get this report put together for each month, for the EC to review in each meeting. In regard to the 2020 Club of the Year, the EC will first look to see if there are any eligible clubs from the last year, and then if not, they will find another way to recognize outstanding clubs in their organization.
- II. Newsletter & Website Access Discussion – It was noted that many Skal members had issues logging into the site to view the newsletter that was sent out. Turkkan clarified that six months ago a reminder email was sent out to all of the club PR officers to alert their boards that when newsletters are sent, for those who have not yet logged into the system, they will not be able to access the newsletter if their credentials were not updated. Turkkan said that the intent was to encourage the members to engage online and work within the new website. The EC discussed the various username and password issues, specifically that the password is case sensitive and the many issues that is has caused. Turkkan made a note of these issues and said she would provide the feedback.

VP Membership Update – Tom Moulton

- I. Membership Discussion – Moulton referred the EC to the outline that he had previous sent out to them, pointing out that their main goal was to focus on membership retention and to establish specific criteria around new club development. He expects the first six month of the year to be focused on membership retention. Their third goal will be to partner with EC members and

Turkkan to help with branding initiatives, Moulton will be following up with the EC on an individual basis to get their feedback. He reported that they are 2/3rds of the way done with the officer database, noting that it is all stored in a master Google Doc. For the membership database, they haven't addressed it at this point, citing the login issues with the change in emails (especially after 2020 job changes), Moulton emphasized that the EC needs to be communicating to their members how to work through that so they can update their data. Moulton did note that in all this, the bounce back emails are helpful to show them what emails are not going through. He anticipates it will likely take the first 3 months of the year with the flux and change-over in officers and leadership. Moulton asked Dwyer if there was anything else that he hadn't covered. Dwyer mentioned the potential new club in St. Louis, the EC discussed old contacts they had in St. Louis to help get this potential new club up and running.

- II. Jobs Board – Moulton emphasized the importance of their role in helping Skal members looking for work to get jobs, noting that their current jobs board has zero available jobs on it. Moulton asked about the past agreement they had with Hot Travel Jobs, stating that he didn't believe that the agreement was exclusive. Moulton reported that there is an organization called Mailer Association Solutions, they are used by many NGO's to help their members find jobs. Moulton noted that he does need to find their agreement with Hot Travel Jobs, but the point is that they should be presenting their members with as many jobs as possible. Dwyer agreed, Maravich summarized how Mailer Association Solutions works, they provide resume tips and then there is a fee that is paid back via the job poster, so Skal won't have to front any funding. She stated that once the fee is paid back post-by-post to Mailer Association Solutions, that any excess fees go back to Skal USA. She also said that there is a real advantage to using this platform since they are always partnering with other organizations to have an active jobs board. She noted that Skal USA would also have the ability to filter the jobs that are available to the members, to make sure that they are a good fit for their membership. Moulton emphasized that especially in this economy that it is so important to get as many jobs as possible in front of the Skal USA members.

Guest Speaker Past Skal USA President – Dave Ryan

- I. President Dwyer welcomed past president Ryan and thanked him for all his work that he did in 2020. Ryan thanked Dwyer and the EC for their invitation and said that it was an honor and pleasure to work with them, he welcomed the new members of the board and wished them well with their endeavors. They discussed the current membership, noting that there are 11 new members in the pipeline. Moulton stated that they have a new feature in the newsletter that recognizes the new members to Skal. There was further discussion about a potential St. Louis club, Ryan noted that he also has 3-4 leads in St. Louis that he will pass along. Dwyer thanked him and said they are working towards the 15-member number instead of the usual 20 to get the club rolling.

Director of Membership Update – Morgan Maravich & Mark Irgang

- I. Maravich Report – Maravich reported that for the webinar series that the April speaker is confirmed for the 14th or 16th, so said that they are also working to put together a kick-off call with Dwyer first, and that they are wanting to start doing Facebook Live events as a way to

better engage their membership and use their social media platforms. She said they want to do the first one with Dwyer to get some questions and conversation with the membership going, and to have Dwyer do the Skal Toast live. Dwyer completely agreed and said that this is exactly how they can better leverage their social platforms and engage their membership. Maravich stated that they have also continued with their outreach efforts and that they are getting responses on their feedback forms.

- II. Irgang Report – Irgang shared with the EC his experience with Anthony’s podcast and noted how the live-answering of questions really engaged the audience and how it can be used to help build awareness and raise funds for the Hospitality Relief Fund. Irgang also thanked Maravich and Moulton for all their help in getting him up to speed in his new role. He also reiterated the importance of having an active, robust jobs board for their membership in order to help retain membership and for them to attract new members. He also talked with the EC about how texting is a much faster communication method with the club presidents, noting that he got a response from 75% of the texts that he sent out. In discussing the clubs and the club data forms, Maravich noted that some clubs change their leadership over later in the year, and that they haven’t submitted their new data because they haven’t changed over their board yet. This concluded the membership update.

VP of Communications Update – Pam Davis

- I. Davis thanked Moulton for all his help in getting her up to speed on her role, responsibilities, and the website. She updated the EC on the guidelines and the impending newsletter. She also reviewed all of the Skal USA social media platforms and noted that there has not been a comprehensive guide to their social media accounts. She has cleaned up the Facebook Administrators and is putting together guidelines that need to be adhered to for future social media platform administrators. Davis has also put together a master-sheet with all of the passwords and logins so it will be documented in one consistent place. Davis also said that she wants the EC’s input and approval on the guidelines, Dwyer agreed and said that they need to have some consistency across their platforms. Davis also noted that they need to encourage the smaller clubs to be more active online so they can repost their content/events and get them a larger viewership.
- II. Website Discussion – Moulton reported that they had a presentation from SI Canada a few months ago, and that their website was launched 10 days ago. He noted that they are still going through a learning curve, but that Skal USA should start doing the research and training on a new platform to get a better idea of what they are working with. In the meantime, they are going to start archiving all the information that’s 2-3 years old and actually get their content updated and ready so the transfer will be a seamless as possible. Additionally, they are slowing down any updates on the old website as that site is being slowly phased out. In March they will gather together a committee and then get a date on the calendar for them to review the draft.

Other Business

- I. MOI & Field Manual Discussion – Moulton recommended that the EC divide up portions of the MOI and Field Manual so each EC member can present during different meetings. This

will help keep their roles and objectives top of mind, throughout the year. Scinta offered to divide it up and email the portions to each of the EC members, Dwyer agreed noting that this could be really helpful in keeping them focused throughout the year. They also will work with Allis and Auditor Ford on this as they have been the two EC members who are regularly keeping it updated.

- II. Social Media & Fundraising – Davis noted that the EC could be making use of their social media platforms to help get event attendance up and to fundraise. Davis asked if SI Hawaii could put their shop up on the Skal USA website, and then in return, Skal USA would make a commission on everything that is sold through their store, and that this option could be open to any Skal USA club willing to participate. Allis agreed and motioned that Skal USA receive a 10% commission on sales, seconded by Powers. There being no further discussion, Dwyer called for a vote. All in favor, no opposed, no abstentions, motion passes. Moulton and Davis will work to get this live on the Skal USA website.

- III. Skal USA Facemask Discussion – Moulton reported to the EC that after his research, SI Hawaii set up a system where after every shirt purchase, they receive a free mask with the shirt, making it not financially sound for Skal USA to also invest in branded facemasks with an option already out there.

There being no further discussion, this concludes the February Executive Committee Meeting, meeting is adjourned. The next Executive Committee Meeting 4pm on Monday, March 1st, 2021.