

MINUTES FROM THE 2021 SKÅL INTERNATIONAL USA MARCH 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 March Executive Committee Meeting via Video Conference Call on Monday, March 1st, 2021 at 4PM 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:

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

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's Update – Jim Dwyer

- I. Approval of the Consent Agenda – Motion to approve the consent agenda made by Allis, seconded by Powers. There being no further discussion, there was a call for a vote. All in favor, no abstentions, motion passes. Dwyer reiterated his thanks to the EC for all of their work, citing the efforts Davis has made in her new role.
- II. May AGM in Orlando Overview – Dwyer reported that he has been working with Young Skål to create a welcome packet that they are able to send to new members. Allis will send out the bylaws to the EC for discussion at a later date. Both Scinta and Allis have been working to host the AGM on 5/20 at the Crowne Plaza as scheduled. Dwyer changed the topic to their travel options and let Scinta take over the discussion, Scinta discussed the overall scheduling, room rates, and confirmed if all the EC members are able to attend. Allis reported that they have not yet gotten confirmation on the audio/visual capabilities and cost for the meeting. There was some conversation that the cost could be higher than anticipated and if they host the entire meeting on their laptops, the format would be similar to how the EC meetings are now, Scinta raised the question, if that's the case, should they meet in person at all. There was some discussion on the matter, but the EC agreed that it is important for them to meet in person, showing their membership that travel is safe and available. Powers agreed and stated that spending the extra costs on the AV for the meeting would be well worth it, if they are going to do it, they need to do it right, especially since voting will be involved. Ford asked if there was a way for her to fulfill her duties and participate without being physically present, Dwyer confirmed that she will be able participate and Lowell stated that he would also be in attendance. Dwyer stated that the EC should go ahead and book their flights and plan for the meeting as scheduled. There was further discussion about the format and schedule for the meeting, as they concluded the discussion it was determined that there was no need for a motion.

- III. Tourism Cares – Supporting Make-A-Wish and St. Jude’s – Dwyer suggested the idea of Skål USA affiliating themselves with another charitable organization, beyond Tourism Cares and wanted the EC’s input. Moulton noted that the Make-A-Wish national office was based near him in Arizona and that he knew a board member as well. After some discussion, Powers noted that this isn’t a decision that the EC can make because it is up to the membership decision that they put forth in the AGM for the membership to vote on it. Dwyer opened it up for discussion, Maravich stated that the Skål Washington D.C. club used to partner with Make-A-Wish, but then they opted for a smaller nonprofit that was travel based. After some discussion about the pros and cons of partnering with a national vs. a local nonprofit, Powers recommended that they look at the Joe Neary Fund, it’s a Skål-based nonprofit that supports and orphanage in Sri Lanka. Davis asked about a nonprofit that provides aid to furloughed hospitality workers, Maravich answered that it’s the World Central Food Kitchen with Jose Andres. The EC agreed and commended the work that Jose Andres was doing with the food banks. Allis noted that last year the FVF donations were very very low last year. Powers noted that with the Hospitality Fund not turning out as they had hoped, that the EC should be really careful in what nonprofit endeavor they take on next. Turkkan joined the conversation and noted that the Hospitality Fund did not generate a lot of media attention, and recommended that Davis gives it a second push, and she said that she thought they could have used Anthony Melchiorri’s platform a lot more. Powers recommended that before attempting to work with another non profit that they give it another push with the Hospitality Strong Relief Fund and put together a pitch that Anthony Melchiorri can give to their clubs to get them all on the same page to make a really concerted effort. After some more discussion, the EC decided to table the other nonprofit idea, and focus their efforts on the Hospitality Strong Relief Fund.
- IV. Membership Development Fund – Powers said that the fund was created about 4 years ago on an international basis, noting that SI Australia uses it frequently. She recommended that it could be helpful for the membership team to look into how our clubs can meet the requirements to access the funds and help the Skål USA clubs grow and retain membership. Powers said that the ISC is looking at clubs and how they can fund membership development, with the biggest issue facing Skål right now is growth and retention of members. The next ISC meeting will take place in April, Powers will ask about how SI Australia is using the funds for membership development. After further discussion, the EC reiterated the importance of helping new clubs overcome the costs of starting up. The conversation transitioned to new club updates, specifically focusing on St. Louis. The team that was leading the efforts there have not been able to get the traction that they had anticipated, Dwyer said he was going to continue to work on it. Powers noted that there is a perception issue for Skål USA, citing that it isn’t perceived as an executive-level club, rather it’s seen as a middle-management organization. The EC discussed this perception and came to the decision that they need to beef-up funding efforts for new membership and work on the overall perception of the organization. Dwyer agreed and encouraged the EC to use their networks to brainstorm individuals who can help get St. Louis up and running. Powers recommended the EC set aside some time to create a simple how-to guide focusing on how to set up a new Skål club. Moulton agreed, voicing his opinion that Skål USA is not perceived as a mid-level management association, Powers clarified her remarks stating that she believes it’s a perception issue on an international level. She then asked the EC to take some time to review the current membership categories in her report to make sure that they are targeting high-level prospective members. Powers will bring that feedback to the ISC to make sure that the membership categories offered by Skål USA are accurately reflecting the current travel and tourism industry.

International Skål Councilor Report – Holly Powers

- I. FVF Fund – Powers reported that as of today, only SI Hawaii and SI Arkansas have donated.
- II. ISC Meeting – She has an upcoming meeting with the membership team and the next ISC meeting is taking place at the start of April. Powers noted that they are going from meeting twice a year to meeting every other month.

Financial Report – Art Allis

- I. EC Goals Discussion – Based on the discussion from their last meeting, Allis and Scinta put together a goal and action plan worksheets for the EC to use. Allis reviewed the format of the goal setting worksheet and reviewed the tasks and timeline that he created for the VP of Finance role. The form was sent out to the EC for them to use and implement for their various roles. Dwyer thanked him and commended Allis on all his work in setting this up.
- II. MOI Discussion – Referring to the earlier discussion, Allis referred the EC to the MOI, specifically the portion that specifies travel expenses. Allis reminded the EC about their allotted per-diem for their days in Florida and for their travel-days, noting that all receipts and mileage (if driving) needs to be documented and submitted. Allis also strongly encouraged them to purchase travel insurance, and that Skål USA will reimburse that as well. He wrapped up the discussion by reviewing the expense report form that each EC member needs to use, and the general timeline for submitting the expense reports.

Administration Update – Richard Scinta

- I. Bylaws Review – Scinta presented the bylaws that had been submitted, Powers led the review of the new proposals. Powers stated that the AGM would be held virtually with both Canada and Mexico doing the same. It is their hope that they will be able to host the NCM in person, and in conjunction with the Skål International World Congress held in Quebec. In order to make that happen, they need to first: change the \$500 credit to clubs and have it apply to the clubs attending the NCM, instead of the AGM. Secondly: the clubs need to approve a one-time waiver to pay for the entire EC to attend (traditionally it's only the President and ISC Councillor who are paid for). Powers also wanted to extend an invitation to attend to past Skål USA President Dave Ryan, given that he was not able to travel at all during his term. Powers told the EC that she ran this language by Carlos Banks and Tom White to review for accuracy. Powers said this language needs to be approved so it can be posted within the 60 days, so it can be voted on in the AGM. Allis motioned to approve the proposals as presented, seconded by Davis. The floor was open for discussion. Powers also noted that this document was sent out to the EC earlier for them to review. There was some discussion about this being a one-time proposal and it's approval from the membership, noting that the language was year-specific. Davis noted a few typos, she will mark them and send the edits back to Powers. Moulton recommended they re-word the language around the invitation to Ryan, wanting to cite his years of work, his expertise and his experience. Powers agreed and would come up with new language. There being to further discussion, there was a call for a vote: all in favor, no abstentions, motion passes.

- II. Bylaws Discussion – Scinta pulled up the Skål USA bylaws for their review, for this meeting, they will just review the articles. As he went through the articles, Scinta stated that if an EC member did not know where to find them, to let him know and he can assist. Scinta reviewed the articles of incorporation, Powers noted that these are the rules for how they are governed, stating that they do not need to know these articles front-to-back, rather they just need to know what is stipulated for their individual roles and responsibilities. There was some brief discussion regarding the Skål USA AGM quorum threshold, Auditor Ford will look into it and report back to the EC. Dwyer thanked Scinta for the review and agreed, it's important to be familiar with the portion that pertains to one's role, citing that this document is also available on the Skål USA website, under legal documents. Scinta concluded his report.

VP Membership Update – Tom Moulton

- I. Career Center Update – Moulton reviewed the SI membership webpage with the EC and asked if they have glitches or issues with the site, to let himself or Davis know so they can get working on it. Moulton also reviewed the partnership opportunity they have with Naylor Jobs Board, they have a call with them later this week to flesh out what a partnership would look like, he will brief the EC on any updates.
- II. Club Comparison Form – Moulton discussed reactivating the club comparison form that shows the membership breakdown for each club, citing that club diversification could really be a key to membership growth. There was some further discussion regarding the form, Dwyer agreed with Moulton's point, noting that the form really gave the EC and membership team insight into the membership makeup. Moulton also highlighted the work that Maravich and Davis were doing on their webinars and how that is greatly contributing to the growth of club members, and the overall organization.

Director of Membership Update – Morgan Maravich & Mark Irgang

- I. Maravich Report
 - a. Facebook Live Features & Subscription - Maravich reviewed the Facebook live feature and her proposal to use the basic package through Streamyard. After some discussion regarding the logistics, they decided to see how their next Facebook live goes before purchasing a package. After that, they will hold a virtual vote before Maravich purchases a subscription.
 - b. Facebook Live Broadcast Schedule – Maravich also reviewed the proposed Facebook live schedule with the EC, and asked them for their input. Dwyer thanked Maravich for all her efforts, and they discussed the importance of hosting webinars that connect clubs regionally, and keeping the webinars on the smaller end (around 6 clubs to a webinar). Maravich agreed and thanked him. She stated that the meetings are all scheduled for 3 PM EST, and that they will cap it to 30 minutes max, keeping the conversation light and individual-focused.
- II. Irgang Report – Irgang reported that he has been working with his team to finalise all of the club officer information, citing that they are very close to completing it all. They have also specified the clubs that are at 15 members (or less) and assigned them to team members for

extra focus and support. He also highlighted the career services, stating that he believes Naylor could be an excellent fit and benefit to the members of Skål USA. Irgang is also working to attend as many Skål club calls as he can. Moulton thought this was a great effort and encouraged the other EC members to attend zoom calls for other clubs whenever they are available. Powers agreed and noted that it makes a huge difference when the EC is able to attend and participate in the calls for clubs across the country.

VP of Communications Update – Pam Davis

- I. Davis reported that she is getting more confident in her role as she is getting more experience in it. In terms of social media, Davis is adopting the membership goals of getting the Skål name and brand out there. She has made a lot of progress in cleaning up the admins, and stated that she had created a new LinkedIn page because the original one was set up as a private group instead of an actual page. She has also made a lot of progress in cleaning up the Skål USA Facebook page and keeping the focus on Skål USA members. She has also organized their Youtube page and is working to get all the webinar recordings posted. Davis stated that her goal is to have all of their social media platforms be updated and have an ecosystem-feel that keeps their membership engaged and informed.

Other Business

- I. SI Senior VP Burcin Turkkan – Turkkan took a moment to give the EC some feedback she has gotten with the SI communication. With the newsletter, the membership had to login to see the rest of the articles, she said that currently they only have 22% of their membership logged in online, and 17% of that are the club officers who have to log in. Given that, there's an estimated 75% of their members that aren't logged in and are missing that – which means they are likely more engaged in their local club. Powers recommended she share all of that data with the EC so they can get some context around where membership-attention is focused. Turkkan opened the floor for questions from the EC. Davis remarked that she has been rewriting and summarizing the newsletter articles to make sure that Skål USA members are getting the salient details without having to click the link and log in, she noted that she has gotten a lot of positive feedback from members. Dwyer thanked Turkkan for her presentation and her perspective.

There being no further discussion, this concludes the March Executive Committee meeting, Dwyer adjourned the meeting. The next Executive Committee Meeting will take place on Monday, April 5th, 2021 at 4PM EST.