**SATW Associates Council Meeting**

**Annual Convention in El Paso**

**October 22, 2019**

* Donna O’Daniels welcomed everyone and called the meeting to order at 7:44 a.m.
* Council officers and SATW Treasurer Marcus Hibdon were introduced.
* Council treasurer report – Balance of $42,000.
* Minutes from the Associates Council meeting at the PRSA Travel & Tourism Conference in Philadelphia will be posted on the SATW website.
* No old business to discuss.
* New business:
  + SATW bylaws change:
    - Q. Why are the proposed at-large positions 4 actives and 2 associates rather than an even 3 actives and 3 associates?
      * A. SATW has always been for and led by actives. It is a win for the associates to get two positions back on the board. The board realized not having as many associates on board was a mistake. There apparently has long been a fear that associates will take over SATW from actives. But there is more appreciation of what associates bring and that the actives need us. Associates = ½ the total membership.
    - Q. It should not be about a power struggle, but about equal representation. We need to look to the future, and we are not secondary to actives; we are equal.
      * A. Right now with this bylaw change, there is a lot happening. This will streamline the bylaws a great deal.
    - Q. Is there any consideration in the separation of chapters and councils? How will we know about these candidates we have never crossed paths with?
      * A. There was heavy discussion on this. It was ultimately decided that at-large members is a better structure for the board than the current council/chapter board seats. There will be longer board statements for all candidates running and the existing council/chapter chairs will be on the nominating committee. This at-large structure gives more choice on society leadership.
    - Q. Why are we creating the new Affiliate membership category?
      * A. The Affiliate category allows people who are new-in-career, in between jobs and/or less-producing who can’t qualify for full SATW membership access to the organization. They would not be able to participate in any marketplace event or to vote. It is a way to generate money for SATW. This is not meant to be a permanent membership category. This category will have the highest dues level.
    - Q. Is there a time limit for someone to be an Affiliate member? It is imperative to set a time limit on this so no one can just stay at this level permanently. Are their qualifications in place for this category?
      * A. Many agree there needs to be a time limit or expiration date. The qualifications have not been set yet, but Donna will double check. If there is loud enough opposition to this new category, SATW leadership would be open to discussion. The biggest focus right now is the bylaws changes, not this new membership level.
    - Q. For the events scheduled this week at annual convention, are we giving updated head counts to our hosts?
      * A. Yes. The event in Juarez has been in planning for a year. Multiple layers of security are involved. Donna stated she is going and that it will be unlike any event SATW has ever done as an event. Planners on both sides of the border and on both sides of SATW and the destinations have taken every precaution.
    - Q. Requalification process – If you opt for the 3-year requalification, there is a lot more required about strategy, which could be cause for concern if some of the information we have to provide is proprietary information to that PR person.
      * A. The 3-year requalification format is the same as what is required for a new associate applicant. But this may be changing again; destinations have a much easier process, and agencies and others will see a similar application format.
    - Q. Question about what are media activation events.
      * A. These used to just be called media events.
    - Q. Gaylene ??? (need last name) thanked Donna O’Daniels for sponsoring the Bloody Mary bar during this year’s marketplace.
      * A. Donna thank Gaylene and others for putting on a great marketplace event.
* SATW board members stopped by the meeting:
  + David Swanson introduced the meeting’s breakfast sponsor, Quebec City, which showed a video to the group.
  + Jane Wooldridge introduced the Kellen management team.
* The meeting was adjourned at 8:18 a.m.