

**SATW Eastern Chapter Board Meeting
New York City
Minutes of Meeting – January 23, 2019**

In Attendance -- quorum present

- Chair JoAnn Greco
- First Vice Chair Theresa Medoff
- Active-at-Large Renee Sklarew
- Treasurer Ryan Smith (participated via speaker phone)
- Associate-at-Large Suzanne Wentz
- Secretary Joan Brower

Absent

- Second Vice Chair Jason Frye
- Associate Representative Cheryl Andrews

Call To Order

The meeting was called to order at 1:15 pm EST by Chair JoAnn Greco.
(Location: Home of Secretary Joan Brower, 180 East End Ave., New York, NY)

EC Happy Hour/SATW Mixer -- NYC -- January 23 & 24, 2019

- Suzanne Wenz reported that a casual Eastern Chapter Meet-Up Eastern Chapter Happy Hour would be taking place that evening (Jan. 23) at the Park Lounge at Park Central Hotel, 870 Seventh Ave., 6:30-8:30 pm. Hotel is providing light bites; drinks to be purchased by members.
- JoAnn Greco advised that following the IMM/NYT event scheduled January 24th, a general SATW Mixer would be held for EC members and other SATW members in New York to attend *The New York Times* Travel Show. The Mixer will take place at Terrazzo at the Park Terrace Hotel, 18 W. 40th St. Hotel is offering half-price beer and wine to members.
- JoAnn reminded EC board they would be reimbursed up to \$2K in travel expenses, a motion approved during the previous board conference call. All invoices must be approved by JoAnn and submitted to Ryan Smith.

Update: Palm Springs EC Meeting (June 10-14, 2019)

- Theresa Medoff reported that she, Cathy Kruzic and Kim MacKinnon traveled to Palm Springs January 6-10, 2019, as approved previously by the EC board, to conduct a site inspection and finalize registration and other priorities. Registration should be open to EC chapter members on February 16 (pending meeting web site completed) and close March 31. Palm Springs and the EC board agreed that registration may be opened to other SATW chapters beginning March 23, pending registration numbers at that time.

Editorial Clips/Chapter Host Destinations

- Board members discussed accumulation and measurement of editorial clips to reinforce value of chapter meetings to host destinations. Board suggested a call-out to chapter members for clips every six months (for Raleigh, a PDF and/or number of pages, with links to online clip access). Robust discussion was held as to how to present the measurement of coverage from previous EC chapter conferences. Suzanne Wenz volunteered to contact Cision for a proposal and pricing on measurement of SATW/chapter conferences. Based on response, Joan Brower will reach out to Delahaye for a comparable pricing request.
- Raleigh's disappointment at the number of clips generated from the chapter meeting was discussed. Ryan had indicated that only six clips were reported, although there were actually at least 31 that had been researched. Theresa volunteered to collect, catalogue and send clips to Ryan and JoAnn.
- To increase coverage, it was suggested that pre- and post-trips be organized that keep writers in the destination, in order to put CVBs in a good light with destination partners.
- The EC board agreed that the chapter should deliver to the host destinations the list of attendees along with contact information, so that they can reach out directly to offer to provide assistance and more information.

Financial Report

- Ryan led discussion on the current EC Financial Report. As of November 2018, the balance in the checking account was \$48,784. Current Balance is \$48,784 minus approved pending expenses of \$3,389,95, plus \$674.67 owed the chapter by the Ft. Myers (FL) CVB.
- JoAnn will approve a memo to be sent to the CVB by Ryan regarding expenses (to send to SATW/Marla).
- EC board members agreed that in future, routing numbers for payment should be provided for PD speakers. It was agreed that accurate monthly financial statements are needed from SATW/Marla. Although there is an SATW Google Doc with financial information, it is not updated regularly and is not current.

Best Practices

- With JoAnn planning to meet with other Chapter Chairs in Montreal in mid-March for a get-together that is separate from, but held in conjunction with the SATW board meeting, she asked the EC board for suggestions for discussion there. EC board said topics should include the sharing of "best practices" for chapter meetings, financials and clips assessment. This should be produced as a living document for all SATW chapters.

Updates: Mini-Meets

- Renee reported that places are still available for the next scheduled Mini-Meets chapter meeting at Salamander Resort & Spa in Virginia. Currently, there are 9 or 10 members registered (cap is 20 participants). Weekend has a low room rate (\$175 plus taxes and \$39/room per night resort fee), plus a partnership with the local Loudoun County CVB that includes some tours and museum passes. Suzanne offered to reach out to members in Boston and Providence to increase attendance.
- Renee advised that the Jekyll Island (Georgia) Mini-Meet, December 7-8, had 9 SATW members (plus +ones). Westin Jekyll Island rates were \$99 island view/\$119 ocean view, with the resort fee waived, and extended a 20% discount on all hotel food and beverage.

Future Chapter Conference Sites, 2019/2020

- Theresa updated on the following:
 - RFP has been sent to Chicago
 - Wilmington/Brandywine region reports that their hotels won't be ready for 2019/2020
 - Annapolis is interested and may be possible for 2020
 - Gulf Shores (Alabama)/Orange Beach (Florida) would consider hosting but would like the Canada and Central chapters to be included
 - Denver has a new Gaylord Hotel and should be contacted
 - Board suggested that Theresa contact Puerto Rico and/or other Caribbean destinations, as well as Quebec, and possibly a cruise line
 - Suzanne offered to reach out to Boston and/or other potential hotel destinations

EC Board Openings

- JoAnn advised that the following chapter board positions are opening this year:
 - Chapter Chair (2-year term; Active)
 - 2nd Vice Chair (2-year term; Active)
 - Treasurer (2-year term; Active or Associate)
 - Associate Representative (2-year term; Associate)
- JoAnn will ask Cheryl and Ryan if they will run again and will distribute a communication to chapter members for suggestions.
- Deadline for candidate slate is March 1.
- Appointments effective as of SATW Annual Convention in El Paso, October 20-24.

Members' Contest

- JoAnn led a discussion of activation of a Members' Contest that would have categories for both Actives and Associates
- Board agreed that contest would cost \$20 per entries for all categories, with a goal of 200 entries
- Board agreed on Actives' award of \$100 for first prize and \$75 for second prize.
- Discussion was held regarding suitable award for Associates'/PR award. Joan recommended that a framed certificate (or comparable) be given, rather than a cash prize. Previous SATW Cushman Awards for PR campaigns involved a trophy (no cash). Joan also suggested that PR programs be separated by cost of campaign to implement, as that can often impact the program's success and results.
- Joan suggested that JoAnn ask Bob Jenkins to administer the contest. JoAnn will also ask Meryl Pearlstein if her volunteer list includes those who could support Bob on the committee.

Motion to Adjourn

JoAnn Greco made a motion to adjourn at 4:30 pm EST; Joan Brower seconded the motion.

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