

**SATW Eastern Chapter Board
Minutes of Conference Call Meeting on April 2, 2019**

In Attendance (on call) -- quorum present

- Chair JoAnn Greco
- First Vice Chair Theresa Medoff
- Second Vice Chair Jason Frye
- Treasurer Ryan Smith
- Associate-at-Large Suzanne Wentz
- Associate Representative Cheryl Andrews
- Secretary Joan Brower

Absent

- Active-at-Large Renee Sklarew
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Call To Order

The conference call meeting was called to order at 11:00 am EST by Chair JoAnn Greco.

Clips For Cash

- JoAnn Greco again asked the EC Board to consider Theresa Medoff's suggestion that one large prize be awarded to the winner of this contest. Beginning with the 2019 chapter meeting, award free registration for the following chapter meeting as a prize (from new submissions of clips generated from the last three chapter meetings, with no cash alternative). A majority of the EC Board voted "yes" to move forward.
- Theresa will draft the positioning and an announcement of this revised contest format.
- It was agreed that the Clips for Cash launch should be announced in mid-April (Friday, April 12)
 - Provides 3 weeks for submissions
 - Provides 3-4 weeks for judges to select winner
- Suzanne and Cheryl to write up the contest information
- JoAnn to seek judges through recommendations of chapter chairs and notice to Emeriti (actives and associates)

Members' Contest

- JoAnn led a discussion of a Members' Contest that would have categories for both Actives and Associates
- Suzanne Wentz asked if there was feedback on Best Practices from other chapters; JoAnn advised that Central has a website for the contest and provided sample instructions and list of 6 categories for Canadian Chapter awards (with sponsorship by Switzerland Tourism)
- Theresa suggested that 5 categories or less be utilized and prefers the EC categories developed. All agreed.
- Discussion was held re. categories, and whether to open year 1 only to actives, or to award both actives and associates an award. Joan suggested that including associates this year will add an additional source of revenue to the chapter. It was agreed by the Board to include (1) Best Single Placement; and (2) Best PR Campaign (either launch/project or full-year acceptable). (All agreed to use the Best Campaign concept for Year 1.)
- For contest registration payments, JoAnn suggested setting up a PayPal account that goes directly to the EC account; Ryan will write to Marla to suggest this mechanism -- \$20 per entries for all categories. Cash award for Actives only; Associates could be given a framed certificate.
- Judges in past years were given a \$500/pp honorarium. For this contest, the Board agreed that no more than 5 Active and Associate Emeriti from other chapters be tapped to participate on a complimentary basis (JoAnn to contact other chapter presidents for recommendations and/or Meryl Pearlstein who maintains the SATW volunteer list).
- Contest to be announced in early-May

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

- Theresa reported that there are 24 registrants so far. JoAnn has received permission from other chapters to open registration to other SATW chapters and will ask Marla for the best way to communicate the offer to other chapter members.
- Theresa discussed the potential reasons for low attendance, including the distance from the East Coast to Palm Springs, and the fact that Professional Development (PD) was not finalized and announced sooner. The timing was also difficult with the chapter meeting taking place between TMAC (Canada), and before PRSA and Caribbean Week.
- It was suggested that opening the EC conference to other chapters will bump up attendance. Also, more communications highlighting specific PD sessions may activate more interested.

- The Board agreed that next year's chapter meeting should be scheduled next year for early-May, if possible, in order to avoid conflicts with other travel/tourism conferences.
- The Palm Springs conference should be closed April 5 for EC members, with registrations then open to other SATW chapter members.

Changes to Eastern Chapter Operations Manual

- JoAnn asked the EC Board to approve the amendments of Point 5 of the Section marked "OFFICERS" and Point 4 (Registration Fees) of the Section marked "MEETING/PROGRAM PLANNING" in the Chapter Operations Manual, as follows:
 - Current wording of **Point 5 of the Section marked "OFFICERS"** in the EC Operations Manual currently reads: "Chapter officers, with the exception of the Chapter Chair (according to a vote taken at the Society's Manchester convention, 2007) pay the same chapter meeting rates as others in their membership category. The Chapter Chair pays no fee to attend the chapter meeting."

Suggested new wording would read: "Chapter officers pay the same chapter meeting rates as others in their membership category. Exceptions are the Chapter Chair and Meetings Manager (typically the First Vice Chair), who pay no fee to attend the chapter meeting and who are reimbursed for their travel expenses (to a maximum of \$500) to the meeting. This does not include added expenses of pre- and post-tours, etc."
 - Current wording of **Point 4 (Registration Fees) of the Section marked "MEETING/PROGRAM PLANNING"** in the EC Operations Manual Currently reads "...Where so approved, the Chapter Treasurer shall receive and deposit those registration fees, deduct \$25 per member, and send the remaining monies to the host..."

Suggested new wording would increase the deduction from \$25 to \$50 per member.

- Rationale for amending these sections of the Eastern Chapter Operations Manual is that we fund this anticipated increase of approximately \$1,500 (two fares, one extra conference) by increasing our take of the registration income to \$50. (With 50 registrants, this would represent \$2,500 back to the chapter, as opposed to the \$1,250 that we normally would keep if the fee was \$25 for each registrant).
- JoAnn made a motion for both amendments to the Operations Manual, which was approved by a majority. A follow-up motion was made by JoAnn via e-mail to approve the proposals with specific new wording in Points 5 and 4 (as per above), which was approved by a majority of Board members on April 4, 2019.

Future Chapter Conference Sites

- JoAnn indicated that the region in Mexico that includes Puerto Vallarta is potentially interested in hosting the chapter.
- Theresa advised that there is interest for hosting the chapter in 2020 from Chattanooga and Baltimore.

Motion to Adjourn

JoAnn Greco made a motion to adjourn at 11:50 am EST; Joan Brower seconded the motion.

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Submitted by Secretary Joan Brower April 12, 2019