

FINAL
SATW Eastern Chapter Board
Minutes of Meeting on January 22, 2020

Location

The Westhouse Hotel
201 W. 55th St., 23rd floor (private dining room),
New York, NY
Dial-in #971-292-4722/pin 50984

In Attendance -- quorum present

- Kim Foley MacKinnon, Chair
- Caroline Eubanks, Second Vice Chair
- Joan Brower, Secretary
- Teresa Delaney, Treasurer
- Suzanne Wenz, Associate-at-Large

Absent (on conference call)

- Theresa Medoff, First Vice Chair
 - Renee Sklarew, Active-at-Large
 - Cheryl Andrews, Associate Representative
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Call To Order

The meeting was called to order at 8:17 am EST by Chair Kim Foley MacKinnon, with Suzanne Wenz making a motion to begin the meeting; Caroline Eubanks seconded the motion.

IMM Meet-Up

- Kim Foley MacKinnon reminded the Board that the IMM Meet-Up for SATW and guests is scheduled January 23 at 7:45 pm at the Library Hotel in NYC, thanks to SATW Associate Elliot Gillies who represents the hotel.
- Kim reminded the Board that the next SATW national convention will take place in Milwaukee from October 11-15, 2020.

2020 Eastern Chapter Conference Site -- Oklahoma City

- Contract: Theresa Medoff announced that the contract with Oklahoma City has been signed for the joint Eastern Chapter/Western Chapter meeting. The core meeting is scheduled June 23-26, 2020; pre-tours are June 20-June 23; post-tours are June 26-29. Cathy Kruzik will again manage the conference, and is working with the webmaster to set up systems.
- Registration: New this year is Registration via PayPal. As the EC and WC are handling Registration this year (OKC unable to do so), PayPal will be activated. There is a one-time fee for our webmaster to create a registration system for our meeting website, with total website costs to include approximately \$1,200 (the usual \$700 annual fee, plus \$500 to set-up a registration system) plus \$300 (Cathy's fee). This cost may be able to be split with Western (not yet determined). We do not yet know what PayPal charges we would pay for processing money through them.
 - Joan Brower made a motion to approve these website costs; Caroline Eubanks seconded. Motion carried.
 - Letter now needs to be sent to National indicating they are not responsible for financial costs, with letter criteria to be requested from Marla/SATW by

Treasurer Teresa Delaney, who will set up PayPal. Western Chapter will do the same.

- Theresa M suggested adding \$25 per person registration to cover costs. Board agreed to postpone the decision on additional costs till actual PayPal fees are learned. Additional fees would be called "Administrative Fee."
- Sponsorship: Per Theresa M, a conference call is to be scheduled with the chair of the Western Chapter to discuss how to outreach and share costs. OKC has asked about offering tables at Marketplace to up to 10 sponsors of theirs who gave \$495 in sponsorship dollars to OKC. We told OKC that was not acceptable.
- Registration Timetable: Website content from OKC is due Feb. 12; content to be placed on EC website on Feb. 20; website registration to open March 20; registration to be closed on April 15 (with ability to extend by five additional days).
- Professional Development (PD): Caroline Eubanks reached out to Diana Rowe (WC) to plan PD together, but has had no response as of yet. Kim advises that if Diana remains unresponsive, Carolyn should move ahead to recruit PD speakers.
 - PD costs are to be split with the WC. Sponsors must pay \$2,500 for a table (same as last year).
 - Joan suggested the keynoter address issues of climate change and its applicability within the travel industry.
 - PD time slots available: two PDs in the morning; one Keynoter at lunch; one PD session in the afternoon.
- Marketplace:
 - Suzanne Wenz suggested that less paper be encouraged at Marketplace.
 - Board agreed that swag/gifts distributed at Marketplace should be limited and instructions written to Associates requesting they be conscious of the environment.
 - Joan suggested consideration of a meetings/conference app called "Guidebook" that enables schedules (both collective and individual) to be followed on an app.
- Attendance: Joan asked how many members are currently in the Chapter; Kim responded approximately 400. Customarily, 25% of membership attends EC conferences.

Chapter Contest

- Suzanne discussed how SATW headquarters has been slow to award winners' gift cards and that needs to be corrected for the coming year.
- Contest received 100 entries for 11 categories (including Associates). Joan asked how many of these were individual members submitting and how many duplicates? Due to large numbers of multiple entries received from the same members, Kim requested that the Chapter put a limit on entries -- no more than five per member.
- Suzanne noted it has been hard to secure judges. Board agreed it is nevertheless necessary to continue the Contest in order to ensure recognition of members, and to provide this additional professional credential.
- Suzanne will revise details and rules to readjust contest deadlines and announce winners. Contest for entries for calendar year 2019 will be announced in April; deadline for submission will be July 1; judges will select winners by September 1; winners of contest will be announced in October during the National Conference to have greater Contest impact and provide winners with greater recognition.

Mini-Meetings

- Renee Sklarew reported on the success and popularity of the Mini-Meetings. Board agreed to continue them; Kim suggested changing the name from "Mini-Meets" to "Networking Events." Kim, Joan and Theresa M advised Board on how past EC gatherings have been held and the variety of options.
- Suzanne said she would be happy to offer the hotels in her portfolio for future events.

- Renee is to draft an outreach letter to Associates requesting participation in Networking Events by offering locations -- either for evening cocktails, or else overnight or longer for additional activities on location.

Future EC Conferences

- Theresa M has spoken with Winston Salem, Puerto Rico Tourism Company, and Charleston (which prefers hosting a National Conference) to consider hosting the Chapter for 2021 or beyond.
- Joan suggested that the Chapter initially focus on those destinations that need or wish for additional tourism support, like Puerto Rico and Mexico.
- Teresa D offered to reach out to her client, Grand Fiesta Coral Beach in Cancun. Board agreed that would be an excellent option.
- A new RFP is being completed by Theresa M which will be shared with the Board for input.

Budgets

- Teresa D advised that she will have the 2019 budget wrap-up by the end of January, for year-end closure.
- There is approximately \$42K in the EC checking account.

New Business/Recommendations

Joan suggested that SATW headquarters appoint several liaisons from the national board to hold quarterly conference calls with individual chapter boards for the following: (a) to update the local boards on current national board activities/decisions; (b) discuss local board activities and raise questions; and (c) share "best practices" from other chapters. Kim said she would bring this request to the attention of the National Board at the next meeting.

Motion to Adjourn

Suzanne made a motion to adjourn at 9:40 am EST; Teresa D seconded the motion.

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ADDENDUM: January 28, 2020

Chair Kim Foley MacKinnon made an online motion (via Basecamp) to approve the October 2019 Minutes, with revision in the Contest section to replace Theresa Medoff's name with Suzanne Wenz's name. Motion was approved unanimously on January 28, 2020 by Kim Foley MacKinnon, Suzanne Wenz, Renee Sklarew, Joan Brower, Theresa Medoff, Teresa Delaney, Caroline Eubank and Cheryl Andrews.

Submitted by Secretary Joan Brower, February 9, 2020