



**Skal International Canada
Annual General Meeting May 1, 2014 Halifax
Scheduled 9:00 am – 4:30 pm**

MIINUTES

Attending: Rolf Schwartz, Jean Francois Cote, Doug McPhee, Paul Leon, Bill Rheaume, Mark Rheaume, Paul Durand, Sheila Blair-Read, Tracy Nurmi, Darrin Pollard, Eric Douay, Jean Pelletier, Darrel Caudle, Mark McCarthy, Lorraine Bevilacqua, Pierre LePage, Beverley Read-Moody, Ivano (Coach) Corazza, John Van Houdt, Denis Smith

Absent: Brian Aube – PR Communications, SICAN Victoria, Calgary 2nd SICAN rep, Canadian Rockies 2nd rep

1. Call to order – President Rolf Schwartz
President Rolf welcomed all to the meeting and introduced guests: Lloyd Beazley NAASC Chair, Tom Vincent - Toronto, Serge Doyon – Quebec, Marianne Krohn - VP Skal International, Lou Conklin SIUSA/ Louisville

President Rolf read a statement expressing concern on behalf of the majority of the Executive that the VP Membership position represented by Paul Leon from the Toronto Club is not a 'non-voting position' and asked the Toronto Club to revert back to one voting position being represented by the VP and the additional voting position be represented by their second delegate. He acknowledged that the Statutes were not current and appeared ambiguous in areas and committed to striking a committee to review the Statutes. He also asked the Saskatoon Club to withdraw their motion regarding defining the voting VP position. After discussion, Paul Leon assumed a voting position on behalf of the Toronto Club after Susan Webb stepped aside.

Committee to review Statutes was struck including:
Bill Rheaume, Jean Francois Cote, a Toronto Club representative to be named and Denis Smith - SICAN.

2. Moment of silence
President Rolf asked for a moment of silence to acknowledge the passing of Skal member Clair Miller – Winnipeg Club

3. Roll call – EST Denis Smith
Attendance was recorded with all clubs represented except Victoria. Quorum was confirmed.

4. Approval of agenda – President Rolf Schwartje
President Rolf call for a vote to approve the agenda
Motion: Jean Pelletier Second: Doug McPhee Vote: Approved

5. Approval of Minutes SICAN meeting Edmonton September 14, 2013
A correction was noted that the Sacramento AGM minutes were moved and approved unanimously but was missed being recorded in the minutes.

President Rolf also announced, in the spirit of a commitment to more open communications, all Executive Committee Minutes will be circulated to the SICAN Reps.

President Rolf called for a vote to approve the minutes of the Edmonton Board meeting September 14, 2013.

Motion: Paul Leon, Second: Ivano (Coach) Corazza Vote: Approved

6. President's report – President Rolf Schwartje
Rolf spoke on a focus for broader input from the Board on moving the organization forward and the ongoing membership challenges. He emphasized the need for developing new benefits and supporting programs such as the Skal Greeter program and members participating in offering benefits through the Skal International web site.

President Rolf called for a vote to approve his report

Motion: Doug McPhee Second: Jean Pelletier, Vote: Approved

VP Skal International Marianne Krohn provided an overview of Skal initiatives and expressed a need for streamlining the organization and building membership.

Lou Conklin SIUSA guest, brought greetings from SIUSA.

7. Statutes: Amendments – Jean François Cote
The Statutes amendments were tabled and Saskatoon Club withdrew its motion.
No Vote was required

8. VP Administration report - Jean François Cote
Jean Francois acknowledged the work by Serge Doyon in coordinating the clubs getting their web sites up. To date, 5 clubs are on line and 5 clubs in process. He reviewed the work to integrate the Skal International and SICAN databases for streamlining communications. Question arose regarding the status of the funds raised in Sacramento. Jean Francois confirmed that \$6,200 was raised but only \$1,500 has been spent to date.

Marianne Krohn VP SI commented that the Skal International web site had considerable work done on the 'front end' but much still had to be done on the 'back end' to allow database integration.

The Club monthly maintenance fee was reviewed. An initial set up fee of \$200 is payable to SICAN with 50% payable to Iphonia. The monthly fees include \$19.95 for the web site hosting and \$19.95 for the Newsletter platform. These fees remain with SICAN. Jean Francois presented information on an auto-debit payment system for monthly payments. It was recommended to provide one annual invoice from SICAN to cover these Club fees.

Jean Francois moved his report.

Motion: Jean Francois Cote, Second: Mark McCarthy Vote: Approved

9. VP Membership report - Paul Leon

Paul commented on the updated report with a 10 year overview of club member numbers. Membership continues downward but two priorities are reactivating Ottawa and preliminary discussions are underway in this area and continuing to pursue membership growth.

Discussion arose on a variety of concerns regarding outside perceptions of Skal, developing new growth strategies, developing engaging events at meetings, reviewing best practices documents, identifying meaningful ROI, targeted sectors and industry leaders, Young Skal, updating the Membership Kit and engaging the younger generation.

Paul Leon moved his report

Moved: Paul Leon, Second: Beverley Read-Moody, Vote Approved

10. VP Finance report – Doug McPhee

Doug McPhee reported on the revised 2014 budget identifying cut cutting efforts but still projecting a small deficit.

Discussion arose regarding the upcoming fee increase and the timing of the Board approval. Members suggested that Clubs could choose to absorb the SICAN increase while other clubs indicated their planned increases up to \$35 per member for 2015. It was affirmed that the \$10 increase approved at the fall 2013 Board meeting will proceed in 2015. Further discussion arose regarding the need for membership growth and new revenue sources.

It was recommended to strike a working group to explore new revenue ideas.

Confirmed: Doug McPhee, Mark McCarthy, Sheila Blair-Read, Denis Smith

Doug McPhee moved his report.

Moved: Doug McPhee, Second: Paul Durant, Vote: Approved

11. ISC Councillor report – Bill Rheume

Bill Rheume reviewed his circulated report and updated on the Regional Action Groups that will be working with clubs in difficulty, suspended or deactivated ie. Ottawa, Regina, Okanogan and work to connect with relocated members outside clubs areas to join as individuals or to start new clubs.

President Rolf called for a motion to approve the ISC report

Motion: Pierre LePage, Second Sheila Blair-Read, Vote: Approved

Discussion arose regarding committing funds to support membership development. A recommendation from the floor was presented to commit \$5,000 as a development fund to support the Skai International R.A.G. initiative and SICAN membership development initiative.

President Rolf called for a motion to accept the recommendation to commit funds to the membership development initiative.

Motion Doug McPhee, Second Beverley Read-Moody Vote: Approved

It was further recommended to use Congress Allocated reserves to fund the initiative.

President Rolf called for the motion to approve the allocation from the Congress Allocated reserves.

Moved: Jean Pelletier, Second: Mark McCarthy, Vote: Approved

12. Director PR/ Communications report – Brian Aube

Denis Smith report on behalf of Brian Aube and summarized the circulated report.

Discussion arose on accessing industry and media databases for external communications. Susan Webb offered to contact Baxter to access their databases. It was also recommended to work through provincial Tourism associations for additional contacts.

President Rolf called for the motion to approve the PR/ Communications report

Moved: John Francois Cote, Second:Ivano (Coach) Corazza, Vote Approved

13. Club reports

Each club representative summarized their submitted reports updating on membership activities, challenges, future fee structures, scholarships/ charity events, and community support initiatives.

14. EST Report – Denis Smith

Denis summarized the submitted report on streamlining membership renewals and accessing a common database to manage all member information. The AVIS points program was reviewed. Also the NAASC subsidy program was reviewed.

Each club received a disk with a detailed current membership list from Skai International as well as a deleted member list for 2010-2013. Attendees were asked if future meetings could be done with laptops to eliminate printed agendas and AV for future meetings. Any member requiring printed materials will be asked to bring their Board materials.

The boutique flyer was circulated and included with the packages circulated to the SICAN reps. Dominion Regalia was mentioned as a supplier for future pin replacements.

President Rolf called for a motion to approve the EST report

Moved: Mark McCarthy Second: John Van Houdt Vote: Approved

15. NAASC report Lloyd Beazley

Lloyd, recognized Halifax and in particular Sheila and Sean for their incredible effort hosting NAASC.

16. Club Recognition

President Rolf called upon London Club to receive an award for their exceptional achievements in 2013 in accomplishing the highest level of goals set out for 2013.

Discussion arose regarding future evaluation of the process and awarding of Club of the Year awards.

17. NEXT MEETINGS

SICAN/ NAASC meetings

Reps were invited to schedule one-on-one sessions with the Executive members for Friday May 2.

Roundtable/ Strategic Planning session Saturday May 3, All SICAN reps re to attend the session commencing at 9 am to 11:30 am.

SICAN Fall Board Meeting

London Club submission for Oct 3-5, 2014 was presented

President Rolf called for the approval of the recommended location

Motion: Mark McCarthy Second: Paul Leon Vote: Approved

18. SICAN Members' open forum

SICAN/SIUSA joint meetings – Bill Rheame mentioned that the NAASC Board discussed this and it will be further reviewed.

Members asked about a possible subsidy for SICAN to offer for members to go to Skal International. However, this was not possible with the current projected deficit for 2014. Toronto Club is exploring a possible subsidy for their members.

Members encouraged SICAN BOARD to explore fund raising, auctions, advertising, and event sponsors to help generate new revenue.

Members also suggested new benefits as a value proposition for generating membership. Thom Vincent volunteered to spearhead benefits services. Toronto sourced members for local benefits and generated great results by soliciting members through Survey Monkey.

Members were reminded that TISinc.com offers significant value discounts via Skal International to the travel Industry.

Susan Webb acknowledged the efforts of all and the passion for a fresh start.

19. Confirmation of Annual General Meeting 2015
NAASC Cancun May 14-17, 2015

20. New Business

Members and SICAN reps received invitations to the hospitality suite.

FUTURE EVENTS

SICAN Elections - Fall Board meeting – notice will be sent for submissions to be received 30 days in advance of the fall SICAN meeting.

Sept 10 Toronto Oktoberfest

Sept 19th Montreal 65th anniversary (DATE CHANGE POST MEETING)

September 17th Vancouver 60th anniversary

Skal International Congress Mexico City October 25 – 30, 2014

21. Adjourn

President Rolf called for a motion to adjourn

Moved: Mark McCarthy Second: Doug McPhee Vote: Approved