



Skal International Canada Fall Board Meeting Minutes Saturday October 4, 2014

1. Call to order – President Rolf Schwartzje

President Rolf welcomed all the attendees and expressed appreciation on behalf of the Board for the London Club hospitality. He also welcomed guest Serge Doyon Quebec Club.

2. Moment of silence

Kevin Steers – London club member was acknowledged with a moment of silence.

3. **Roll call:** Rolf Schwartzje, Doug McPhee, Jean Francois Cote, Paul Leon, Bill Rheume, Brian Aube, Mark Rheume, Paul Durand, Sean Buckland, Tracey Nurmi, Anna McNutt, Eric Douay, Jean Pelletier, Darrel Caudle, Mark McCarthy, Susan Webb, Ivano 'Coach' Corazza, John Van Houdt, Denis Smith

4. Approval of agenda

Motion to approve the agenda.

Motion Brian Aube Second Jean Francois Cote Carried

5. Approval of SICAN meeting minutes Halifax May 1, 2014

Moved to adopt the minutes as circulated

Moved Doug McPhee Second Darryl Caudle Carried

6. President's report – President Rolf Schwartzje

President Rolf acknowledged the solid efforts of the working groups, Executive and Board. He noted Bill Rheume's nomination for Vice President for the Internal Skal Council. He noted the efforts to reactivate Ottawa Club and concerns regarding Thunder Bay Club. He provided highlights of his travels to Clubs across Canada and the warm welcome he received by all members. He stressed that the efforts on membership development need to continue as a priority.

7. Working Groups Reports

Awareness/ Branding Eric Douay – Provided an overview of the group's work on developing communications internally and externally. The group focused on new resource materials available on the web site such as the Skal DVD, PowerPoint presentation, quality testimonials and membership resource materials. Future emphasis needs to be on continuing to enhance the SICAN web site as the main resource and develop membership tools.

Attracting Guests – Tracey Nurmi - Provided overview of the groups work identifying what materials should be consolidated and added to the web site including sample

quest invitation letters, ideas for joint meetings with other tourism groups, trade shows, and utilizing LinkedIn. The group also researched ideas for quality, fun events and these will be added to the web site. Future tasks include reviewing the Best Practices documents to adding more resources and sample follow-up tools for members to use.

Membership Retention Paul Durand provided an overview of strategies to retain membership and enrich new members' experiences when joining Skäl. The new members' induction experience must be meaningful and memorable, their first few months need to be 'guided' with key contacts or shadow persons to engage them, and expectations have to be clarified that business will come with the investment of time and building relationships.

The group plans on conducting a survey to explore best practices by clubs. Susan Webb offered to send sample templates for invitations and protocols, etc.

The SICAN web site www.skalcana.org has been updated with many of the resource materials identified by the working groups and will be have more material added as the groups continue identifying new materials.

It was recommended to identify a Skäl Awareness month for all clubs to focus on membership and building awareness. November provided opportunities with membership fees being waived for the balance of the year. New supporting national and club promotions could be developed in future years.

Moved to designate November as Skäl Awareness Month across Canada
Moved Sean Buckland Second Susan Webb Carried

8. VP Administration report - Jean François Cote

SICAN Statutes: Amendments

The Board was reminded that once the draft amendments are approved, they must receive final approval from Skäl International before coming into effect. Skäl will also be amending the International Statutes which may necessitate further amendments. These further amendments will be incorporated as they will not require approval.

Moved to adopt the Statue amendments as presented.
Motion Mark Rheaume Second Doug McPhee
Minor wording corrections were noted. Carried

Membership Fee Reinstatement Proposed Change

Jean Francois updated the Board on a SICAN proposal to Skäl International to waive any back fees for reinstated members. If a member left for maternity or medical reasons, they would be reinstated as a continuing member. If a person just left Skäl but wanted to be reinstated, they would be processed as a new member. A final decision is expected at the Congress. This would provide an opportunity to go back and recruit over 500 past members. The Board was made aware of several recent reinstatements this year where the Skäl International back fees were paid but no action was recommended.

Working Group for Statutes Review – Regional VP election/ rotation

It was recommended to establish working group to review the VP election and rotation and provide recommendation to the Board. Chair: VP Administration, Bill Rheame, Sean Buckland, Susan Webb, Darrell Caudle and Mark Rheame

Club web sites review

Jean Francois provided an update on the status of clubs launching their new web sites. Some clubs are having difficulty adding content as they are experiencing some confusion with terminology. London and Saskatoon have fully developed their sites and offered to assist others. Halifax hired a tec student to assist loading their site. Serge Doyon provided an overview of the Club site template.

Moved that the Executive Committee be authorized to develop an option to offer assistance to clubs.

Motion **Jean Pelletier** Second Bill Rheame CARRIED

9. VP Membership report - Paul Leon

Paul advised the Board that SICAN has asked the last signing offers for the Ottawa Club to transfer the remaining funds to SICAN as a trust to form a new Ottawa Club. This is with Debbie Campbell who is handling the request.

Thunder Bay Club is in jeopardy due to few remaining members ~~and that Norm Bevilacqua is paying for half the members.~~ The club will be meeting in November and Rolf will attend to discuss options with the members.

“that Norm Bevilacqua is paying for half the members

Please be informed that Norm is only paying for five members .He has requested that this statement be removed from the minutes

Skal International has confirmed that any retained funds in a club belong to Skal and should be transferred to Skal or a National Assembly as a trust fund. It was recommended that SICAN should consider future Statues Amendments where if a club were to dissolve or be suspended, that remaining funds be transferred to SICAN.

Moved to accept the report.

Moved Paul Leon Second Mark Rheame CARRIED

Susan Webb presented a draft survey covering value perceptions and club membership challenges. The Board discussed that the SICAN reps and club reports could respond to many aspects that may be covered in a survey. It was recommended that any surveys should be sent to the SICAN reps as their club representatives to solicit feedback at their Club Board levels.

10. VP Finance report – Doug McPhee

Current financial status to Sept 30 was reviewed with a reduced year end projected loss. The 2015 budget was reviewed reflecting the \$10 membership increase and projecting a very conservative membership growth resulting in a small projected deficit.

Moved to accept the report and approve the 2015 Budget
Motion Doug McPhee Second Sean Buckland Carried unanimous

Appointment of Auditors for 2014

Moved to appoint Gord Camp and Lorne Perrin from Winnipeg as the 2014 auditors.
Moved Doug Second Second Paul Durand Carried

11. ISC Councillor report – Bill Rheaume

Bill Rheaume reported that the Skal International Statutes are also under review and that he has been asked to take point to modify the Model National Assembly Statutes. The ISC midyear meeting format will change to include a rotation by continent to reduce costs and North America/ Canada could bid on 2016.

He reported on the Secretary General replacement plan to reduce costs and that the Executive have decided to have Ambassadors by region to assume responsibilities of the Secretary General. Discussion arose regarding concern that the organization cannot be properly managed and that cost should not be a deciding factor in directing the management of the organization. Bill will report on further discussions at the ISC level and meet with the Canadian voting delegates in Mexico.

He reminded the Board of the request for donations for the auction to support the Florimond Volckaert fund.

He advised that the AIM membership provided opportunity in Canada with two members already joining. The fees paid by an AIM member within a National region will be clarified at the Congress.

He presented a budget to host a membership event in St John Nova Scotia hosting a dinner like a Skal Club event. He requested Board approval for \$3,800 of the funds allocated for membership development.

Moved to approve funding from the membership development fund.
Moved Brian Aube Second Mark Rheaume Carried

Moved to accept the ISC report
Moved Jean Francois Second John Van Houdt Carried

12. Director PR/ Communications – Brian Aube

Brian Aube presented the Club of the Year Criteria to recognize two clubs each year. Discussion followed to adjust the point allocation and minor wording clarification. The submission evaluators will include Denis Smith and an appointed committee.

Moved to approve the Club of the Year Criteria as amended
Moved Mark Rheaume Second Jean Francois Carried

13. Club reports

The Club reps highlighted their submitted reports and provided a roundtable of club achievements and continued challenges. The general emphasis was on hosting quality events, co-op events with other tourism organizations, and focus on membership growth strategies. Clubs also reported on generating interest with member hosted or sponsored events.

Clubs were asked to provide a profile of their meal assessment strategies to share with each other.

14. EST report – Denis Smith

The report as circulated was discussed

Moved to accept report

Moved Bill Rheume

Second Jean Francois

Carried

15. NAASC report

Sean 1Buckland reported that 168 paid attendees covered the direct costs, sponsors paid for the entertainment and auction and tickets generated profit. They had poor media exposure with only one article. Overall the event was a great success. They hired Agenda Managers for \$6,000 to handle registration and received great reporting data. The hotel room night guarantee is the priority concern for any future hosting Club to mitigated their financial exposure.

16. Next Meeting

NAASC/ SICAN May 14-17, 2015 - Barcelo Riviera Maya, Playa del Carmen
SICAN has 10 room deposits on file. The issue of registering outside the convention block with an all-inclusive package with more affordable flights was discussed. The challenge is that the host club has overhead costs covered in the conference package while also offering individual event tickets. The concern was financially impacting the host club while trying to generate affordable attendance for members. Quebec Club has already researched a group package for their members. Susan Webb was asked to review with the Quebec Club group arrangements. Also Bill and Rolf will discuss this financial concern with the host club in Mexico. They will report back to SICAN to share travel options with all Clubs.

17 SICAN Fall Board Meetings

The decision for fall 2015 will be a the Spring Board Meeting and the bid package will be circulated December 2014

The decision for fall 2016 will be at the fall 2015 Board meeting and the bid package will be circulated by June 2015.

18 Elections

VP Eastern Region

Sean Buckland and Jean Pelletier made presentations to the Board
Scrutineers Bill Rheume, Serge Doyon, Denis Smith
Result: Sean Buckland elected

Moved to destroy the ballots
Moved Doug McPhee Second Tracey Nurmi Carried

Confirmation of the Executive Committee for 2015
President Jean Francois Cote
VP Western Region Doug McPhee
VP Central Region Paul Leon
VP Eastern Region Sean Buckland
International Skil Councillor Bill Rheume
Executive director Denis Smith

Moved to approve the Executive Committee members
Moved Paul Durand Second Bill Rheume Carried

19. New Business

Discussion arose regarding any club considering bidding on the Skil World Congress Bid 2017 as it is Canada's 150th birthday and there may be Federal financial support available. There will be a new bid package available from Skil by mid-2015.

NAASC 2016 Boise Idaho
NAASC 2017 Canada or Bahamas bidding

Discussion on the future structure of regional VP's. Bill Rheume recommended that a discussion should begin to consider the current structure of regional VP's vs just electing candidates.

Discussion of Board meeting regional rotation. Sean Buckland recommended that a discussion should begin to consider a rotation of the Board meeting by region. This would be referred to the same working group considering the VP structure.

Working Group for Public Relations & Communications Established

~~It was recommended to establish working group to facilitate PR and Communications.~~
Chair: VP Administration, Bill Rheume, Sean Buckland, Susan Webb, and Mark Rheume

Working Group Statutes Vice President Region model election process and fall meeting rotation.

It was recommended to establish a working group to review the current Vice President regional representation model and fall meeting selection process provide recommendations to the Board.

Chair: VP Administration, Bill Rheume, Sean Buckland, Susan Webb, and Mark Rheume

Sean Buckland asked if there was interest in having a booth in Rendez Vous. The show is restricted to tourism related businesses.

Facebook & LinkedIn

Discussion to consider adding SICAN to these social media platforms. This will be referred to the PR & communications working group.

Brian Aube was recognized for his passion and support as PR/ Communications Director and his dedication to Skal.

Rolf Schwartje recognized for his work as President 2014 and presented with a plaque recognizing his contribution.

20. Adjourn 4:30 pm