

**MINUTES OF THE INTERNATIONAL SKÅL COUNCIL MEETING  
HELD IN BAR BLUE, CARNIVAL GLORY, DOCKING IN BOSTON, U.S.A.,  
ON MONDAY 30 SEPTEMBER 2013**

**PRESENT:**

**President:** Keith Murcott

**Vice President:** David Fisher Kenya  
Paul Follows United Kingdom

**Secretary:** Susanna Saari Finland

**Councillors:** Julia Lambertini Argentina  
Bernard Whewell Australia  
Jano Mouawad Bahrain  
William Rheume Canada  
Katarina Hauptfeld Croatia  
Victor Abboud Fayad Ecuador  
Werner Flegel Germany  
Jason Samuel India  
Douglas Jordan Ireland  
David Bokish Israel  
Rafael Millan Perez Mexico  
Peter Morrison New Zealand  
Per Schmidt Norden  
Patria Chiong Philippines  
Lavonne Wittmann South Africa  
Maria Teresa Diaz Comas Spain  
Martin Vogt Switzerland  
Scott Michael Smith Thailand  
Lou Conkling United States of America

**Deputy Councillor:** Laurence Sujkowski France  
Constantine Panoussi Monaco  
Jan Sunde Norway  
Göran Blomquist Sweden  
Deniz Anapa Turkey  
Armando Chaquiriand Uruguay  
Bielca Gonzalez de Mantilla Venezuela

**Excused:** Gerald Perez Asia  
Sylvia Liebisch Austria  
Maria Julia Carrasco Bolivia  
José Mauricio Miranda Brazil  
Edward Lo Chinese Taipei  
Thomas Chevalier France  
Victor Osumi Japan  
Mireille Gouhier Monaco  
Alfonso Castellanos Northern Latin America  
Christoffer Bugge Aase Norway  
Hugo Stumpf Portugal  
Martin Ahlberg Sweden

	Kamer Rodoplu	Turkey
	Carlos Accinelli	Uruguay
	Igor Viloria Barazarte	Venezuela
<b>Absent:</b>	Marcelle Casarotto	Belgium
	Anders Björkman	Belgium-Luxembourg
	Konstantinos Kalogeorgos	Greece
	George Paldi	Hungary
	Antonino Percario	Italy
	Michel Kreitem	Jordan
	Frans Staal	Netherlands
	David Voss	South Sea Islands
	Rodolfo Garcia Sir	Southern Latin America
<b>Executive Committee:</b>	Mok Singh	President Skål International
	Karine Coulanges	Vice President Skål International
	Marianne Krohn	Vice President Skål International
	Ann Lootens	Director, Young Skål & FVF
	Salih Cene	Director, Membership Development
	Nigel Pilkington	Director, Business Affairs
<b>Observers:</b>	Charles Lawson	Honorary President, Skål International
	Maxwell Kingston	Honorary President, Skål International
	Uzi Yalon	Honorary President, Skål International
	Trygve Sødning	President Skål International 1993
	Richard Hawkins	President Skål International 2000
	Tony Clegg-Butt	President Skål International 2002
	Mary Bennett	President Skål International 2003
	Hulya Aslantas	President Skål International 2009
	Nik Racic	President Skål International 2010
	Enrique Quesada	President Skål International 2012
	Bob Bader	Skål International Orlando
	Pol Fages	Treasurer, Skål International Gerona
	Llana Smith	Skål International Memphis
	Fella Strohbeh	Skål International Austin
	Thomas Vincent	Skål International Toronto
<b>In Attendance:</b>	Bernhard Wegscheider	Secretary General

## 1. OPENING OF THE MEETING BY THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL

President Keith Murcott opened the meeting by welcoming everybody at the meeting and presenting the ISC Board.

Minute's silence in memory of members who had passed away.

Presentation of Deputy Auditors.

Scrutineers for the selection of the 2014 Mid-Year meeting: Maxwell Kingston and Richard Hawkins.

Scrutineers for the election of ISC Vice President – Hulya Aslantas and Tony Clegg-Butt.

## **2. WELCOME TO HONORARY AND PAST PRESIDENTS AND OBSERVERS**

Welcome to Honorary and Past-Presidents present at the meeting.

## **3. INTRODUCTION OF THE EXECUTIVE COMMITTEE**

Introduction of the Executive Committee and the Secretary General.

## **4. INSTALLATION OF NEW COUNCILLORS**

Installation of new Councillor Katarina Hauptfeld from Croatia.

## **5. APPROVAL AND SIGNING OF THE MINUTES OF THE MEETING HELD IN BALI, INDONESIA, ON 4 MAY 2013**

On the proposal of Scott Michael Smith (Thailand), seconded by Patria Chiong (Philippines) the minutes of the meeting held in Bali were approved.

## **6. MATTERS ARISING FROM THESE MINUTES**

No matters arising.

## **7. COUNCILLORS AND DEPUTIES "ELEVATOR SPEECH"**

The Councillors, deputies and observers each then gave a brief speech on their professional and Skål life.

## **8. ADDRESS BY THE PRESIDENT OF SKÅL INTERNATIONAL**

President Mok Singh provided an update on the activities of the Executive Committee since the Bali meeting.

The Skål Mission and Vision, the branding and the footprint are the major focus for the Executive Committee.

Skål mentioned more and more in the world trade press.

Skål is a non-political organisation. Skål will address issues that relate to the tourism industry, to the needs of our members, to matters which affect Skål members in their business every day.

Director Nigel Pilkington represented Skål International at the UNWTO Annual General Meeting held in Zambia-Zimbabwe in August. Skål voice is being heard along with other tourism leaders in the right direction and eventually it has to have a positive impact.

The Executive Committee is looking at how we can position ourselves on trade matters and declare a position of Skål International on the issue of facilitation of travel of tourists around the world.

New membership benefits – TIS, Priority Pass.

The reduction of one member within the EC will reduce costs. The Secretary General has committed to develop new revenue streams. New Active Individual membership and Corporate Affiliation will allow us to bring in members where we have no Clubs and increase our revenues and partnerships.

Former President Richard Hawkins is leading a group of former Presidents who have drawn up a plan to assist Skål International in membership regeneration and retention.

The ISC will advise and guide the EC about the Corporate Affiliation at a particular fixed rate.

The ISC will look at the issues that can be voted by electronic format and those that have to be voted at a General Assembly.

The ISC will debate the question of allowing the National Committee Presidents hold the votes for their Clubs at the annual General Assembly.

## **9. REPORT BY THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL**

ISC President Keith Murcott presented his report on the proceedings of the ISC since the annual meeting in Seoul and the Mid-Year meeting in Bali.

The ISC Board has regular Skype meetings and e-mail correspondence to keep everyone informed.

Tasks of the External Committee: Council position on issues regarding Statutes and By-laws amendments. Work in progress on the Skål branding, in particular the logo. Corporate branding. Work in progress on Task Force issues.

Tasks of the Internal Committee: Resolutions for the new Active Individual membership category. New membership category job titles in keeping with modern day tourism and travel practices and terminology not currently found in the By-laws. Resolutions for electronic voting within the ISC on internal issues only. Resolutions for the Succession planning Committee which was set up by the Task Force. Review Mid-Year meeting bid document with a view to reducing costs. Electronic e-mail development for all Skål members. Development of a strategy for enhancing the Young Skål offer is a work in progress.

Tasks presented by the Secretary of the Council: Comprehensive executive summary of the ISC and Committee meetings. Introduction of an improved information technology for communication between all Councillors, including Dropbox, Doodle poll and ISC Facebook page. Publication of the quarterly Councillor's Newsletter in conjunction with ISC President.

Statistical information regarding attendance and costs of ISC meetings since 2009. An average of 29 Councillors per meeting with an average of Euros 487 registration fee. Level of commitment expected by the ISC Board: Actively participate at all ISC meeting with an obligation to attend all scheduled ISC meetings where possible.

Way forward for the ISC: Gain a greater commitment from the Councillors to attend at least one of the two ISC meetings annually. Councillors actively bid to host the mid-year meeting in their country.

Jan Sunde (Norway) proposed to work on the reorganisation of the whole Council since he believed that there was something wrong in respect of the lack of attendance at meetings.

Keith Murcott responded that the Internal Affairs Committee would look carefully at how we can reduce costs for meetings.

Constantine Panoussi (Monaco) suggested that the National Committees should include the costs of sending their Councillors to the meetings within their budget.

Martin Vogt (Switzerland) mentioned a document that was presented several years ago with suggestions on how to distribute all the costs and how to find a solution for countries who cannot afford to pay all the travel costs. He added that the statistics were not accurate, since the costs of some meetings included two nights and others three nights.

Keith Murcott asked Secretary General Bernhard Wegscheider to find the document about the travel costs.

On the proposal of Jason Samuel (India), seconded by Douglas Jordan (Ireland), the report was approved.

#### **REPORT BY THE VICE PRESIDENTS OF THE INTERNATIONAL SKÅL COUNCIL**

Vice President David Fisher (Kenya) proposed to make a change in strategy so that the ISC presents more suggestions and ideas to the EC. The External Affairs Committee has not been given as specific and achievable tasks as the Internal Affairs Committee.

Thomas Vincent asked for a clarification.

ISC President Keith Murcott explained the current structure of the ISC. He stated that he was not happy with the way the ISC reported to the EC and that there had to be a flow of tasks coming bottom up. This was in a process of change. The ISC will work on the issues from the Task Force which still need to be addressed during the year ahead.

Constantine Panoussi (Monaco) asked what were the new tasks to retain membership.

David Fisher responded that this item was part of their presentation for the following day.

On the proposal of Rafael Millan (Mexico), seconded by Peter Morrison (New Zealand), the report was approved.

Vice President Paul Follows (United Kingdom) stated that they had worked on a number of new tasks: Proposals to give the Clubs the toolkits and the means to develop Young Skål. Continue the modernisation of membership categories and positions, as well as improve the By-law layout. Reducing the costs for the ISC meetings and work on the Mid-Year bid document. Produce a set of initiatives to develop the Active Individual category. Development of the member's e-mail signature.

On the proposal of Lou Conkling (U.S.A.), seconded by Bill Rheaume (Canada), the report was approved.

#### **REPORT BY THE SECRETARY OF THE INTERNATIONAL SKÅL COUNCIL**

Secretary Susanna Saari (Finland) established the Dropbox for the ISC and an ISC Facebook. Doodle poll system for ISC e-voting.

Memorandum of Understanding sent to all Councillors.

On the proposal of Bernard Whewell (Australia), seconded by Constantine Panoussi (Monaco), the report was approved.

#### **REPORT BY THE SECRETARY GENERAL OF SKÅL INTERNATIONAL ON THE EXECUTIVE COMMITTEE MEETING**

Secretary General Bernhard Wegscheider presented a strategic concept with ideas for the next three to five years: finance, branding, technology, structure, statutes, Young Skål, cooperation with international bodies, benefits.

Constantine Panoussi (Monaco) suggested that Torremolinos sends a press release on a monthly basis to the Clubs so that they can send it to the local media.

Katarina Hauptfeld (Croatia) proposed to organise workshops at trade fairs.

Peter Morrison (New Zealand) suggested that the ISC should be given the task to revitalise the congresses.

On the proposal of Jason Samuel (India), seconded by Bernard Whewell (Australia), the report was approved.

### **REPORT BY THE TRUSTEES OF THE FLORIMOND VOLCKAERT FUND**

Former President Richard Hawkins stated that he would present the full report during the General Assembly. He explained the circumstances under which grants can be made.

The Fund is paying out more than it is receiving. During this period, the Fund has paid out US\$14,400 and received US\$13,307 and Euros 26,000 and received Euros 16,291.

He raised the question of the use of the FVF to guarantee the credit requirements of Skål International. It has been agreed that the EC and the Secretary General will work towards reducing the amount of the credit line, so that by the year 2016 it will no longer be required for the FVF to be used as a guarantee against any funds at all.

With regard to the funds retained in India, Jason Samuel and a couple of other people in India have been trying to solve it out and we are very slowly getting it sorted out.

FVF raffle and auction will take place during the Congress.

On the proposal of Peter Morrison (New Zealand), seconded by Bernard Whewell (Australia), the report was approved.

### **10. REPORT AND RECOMMENDATIONS OF THE INTERNAL AFFAIRS COMMITTEE**

Task: Young Skål – presented by Scott Smith (Thailand)

Young Skål represents only 3% of the membership. Target is 20% Young Skål by 2020.

Strategies:

Revising the membership criteria: the EC has approved to divide Young Skål into two categories – Young Skål Student from 18 to 25 and Young Skål Professional from 20 to 29.

Simplify the online application process.

Coordinate website and social media strategies. youngskal.com platform and domain.

Recruitment toolkit.

Academic toolkit to present Young Skål to students at universities.

Student of the Year Award.

Young Skål Congresses.

Mentorships.

Create tips for success.

Job Bank.

Skill builders. Training seminars.

Budget. Young Skål recruitment.

On the proposal of Peter Morrison (New Zealand), seconded by Bernard Whewell (Australia), the presentation was approved.

Task: Membership categories – presented by Lou Conkling (U.S.A.)

The ISC recommends the following amendments to the By-laws:

Cut down on job titles.

Get rid of digital codes for categories.

Combine the various titles for Manager and/or Director to just Manager or Director.

Car Hire: take down number of cars to 5.

Guides eligible for membership.

Boutique hotels down to 5 rooms.

Take out “international” wherever it is stated “Must have a proven international tourism clientele”.

Tourist apartments down from 10 to 5.

Tourist apartments, hotels, holiday camps open for six months in case of eight.

Travel agents – take out the reference of having two full time people and state only that the agent should be directly involved in the sale and marketing and promotion of tourism services.

Major tourist attractions – take out “Major”. Add “website” in the section of promotional material. Take out “golf courses”.

Restaurants – take out 60% and “produced promotional literature through travel agents”.

Golf clubs – Tourism clientele down from 50% to 25%.

Special interest tourism inbound and outbound – medical tourism, religious tourism, industrial tourism, sport and adventure tourism, etc.

On the proposal of Douglas Jordan (Ireland), seconded by Per Schmidt (Norden), the presentation was approved.

Task: ISC cost reduction and Mid-Year bid document – presented by Bill Rheume (Canada)

Reviewed the ISC Mid-Year bid document and the costs involved in the organisation of the meeting and the travel expenses.

The Secretariat should purchase a travel LCG projector and bring it to the meetings in order to avoid rental costs.

Process and format has to be reviewed and changed.

Potential cost savings available by reducing the forecasted attendees for meeting space requirements.

Keep the Mid-Year meeting, but reduce the annual meeting to just one day.

Does the EC need to meet for two days in conjunction with the Mid-Year meeting or can they accomplish that in one day? – Reduce Skål budget.

The host venue must be able to negotiate as many sponsorships as possible.

Look at the structure and rotate the meetings on a continent by continent basis.

The price for the hotel accommodation not necessarily be a four or five star hotel, but the maximum price for any Mid-Year meeting, should be US\$200, including breakfast.

Wifi should be free.

Translation in Spanish should be available.

On the proposal of Lou Conkling (U.S.A.), seconded by Peter Morrison (New Zealand), the presentation was approved.

Task: Active Individual membership – Presented by Paul Follows

The National Committee should identify within their Committee a person who will be responsible for coordinating the activities and act as the link between the Club offices and members and aim enquiries. Where there is not National Committee, the nearest Club will assume this role. Keep Skål International HQ informed.

Skål International membership directory will require an additional feature list and/or search these members in each country.

Transfer form will require an amendment to cover this category.

AIM's to be informed about all national and Club events throughout the country.

Where there are four Active Individual members within an area, the National Committee or nearest Club Officer in charge should arrange a meeting with these to explore the possibility of forming a new Club.



Director Salih Cene stated that the General Secretariat sends a letter to the members of suspended Clubs offering them the Active Individual membership.

Paul Follows suggested that the National Committees should be informed in order not to duplicate the work.

President Mok Singh suggested that all of the administrative duties with regard to the Active Individual membership are performed by the Secretariat, except where there is a National Committee. He challenged the Council to come up with ideas and geographic locations where we can promote Active Individual membership.

On the proposal of Bill Rheume (Canada), seconded by Jano Mouawad (Bahrain), the presentation was approved.

## **11. REPORT AND RECOMMENDATIONS OF THE EXTERNAL AFFAIRS COMMITTEE**

Vice President David Fisher presented the report.

Create value for our membership by creating more benefits. Attracting more Young Skål members. Leadership.

Approach old members regarding Active Individual.

Clubs that have grown more than 20% in the past five years – leadership is one of the key issue.

Creating demand for membership. Increase the entrance fee and the membership annual fees and give back opportunities.

Communicate the values of being a member.

Find the average age of members in Clubs – information was not on file before 1995. HQ could contact members to get this data.

Provide the Clubs with a financial incentive such as per net membership increase, give a rebate of US\$10 on the membership fee.

Membership benefits.

Create a workshop or seminar during the congresses to promote the Skål Greeter programme and the benefits that can derive. Use the website.

Thomas Vincent suggested to enhance the promotion of the Membership Benefits and Greeter programmes.

Bernard Whewell (Australia) stated that members do not use the website, nor these programmes.

David Fisher committed himself to bring in 10 membership benefits from Kenya by December and he encouraged all Councillors to do so.

Deniz Anapa (Turkey) suggested to use the word “advantage” instead of “benefit”. She added that the access to the Benefits section on the website was not easy.

Katarina Hauptfeld (Croatia) suggested to bring someone from the media to the international congresses.

Vice President Karine Coulanges confirmed that on this occasion Juergen Steinmetz from e-TurboNews was on board to report everything that would happen during the congress.

At the request of Katarina Hauptfeld, Secretary General confirmed that he would inform the Councillors about the participation of media at future international congresses.

There were different views about the membership benefits.

On the proposal of Jano Mouawad (Bahrain), seconded by Lou Conkling (U.S.A.), the presentation was approved.

## **12. PRESENTATION OF THE BIDS FOR THE MID-YEAR MEETING IN 2014 AND ELECTION OF THE SITE**

Scott Michael Smith (Thailand) presented the seven bids from Thailand: Bangkok Holiday Inn, Bangkok Okura Prestige, Bangkok Rembrandt, Chiang Mai Shangri La, Hua Hin Hilton, Hua Hin Hyatt Regency, Koh Samui Anantara.

Werner Flegel (Germany) presented the bid from Dresden.

The results of the election were as follows:

Total votes cast	26
Spoiled votes	0
Total valid votes	26
Bangkok Rembrandt	14
Dresden	11
Bangkok Holiday Inn	1

The Bangkok Rembrandt was selected with an absolute majority of 14 votes.

## **13. QUESTIONS AND ANSWERS SESSION**

## **14. ELECTION OF THE VICE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL**

Bernard Whewell from Australia was the only candidate and was elected ISC Vice President.

Total votes cast	26
Spoiled votes	3
Total valid votes	23

## **15. ANY OTHER BUSINESS**

During the Bali meeting, the ISC voted in favour of the weighted voting for internal issues (election of President and VP, selection of Mid-Year meeting venue). The process was presented to the EC who gave it back to the Council for further discussion.

Keith Murcott proposed to create a Task Force to look at the three following options. 1. Status quo. 2. Weighted voting. 3. Voting system according to the members in the Clubs.

Bernard Whewell (Australia) disagreed with the argument stated by Keith Murcott.

Peter Morrison (New Zealand) supported the weighted voting and stated with some disappointment that the ISC should have been informed about this issue prior to the meeting.

David Bokish (Israel) was against the weighted voting.

Bernard Whewell (Australia) clarified that the weighted voting already existed.

President Mok Singh explained that, as responsible for the Statutes portfolio, he had suggested to Keith Murcott to have the Council give more thought to this matter. The EC believed that the weighted voting could affect negatively the attendance of Councillors at meetings and asked the ISC to have a look at it one more time.

Bernard Whewell (Australia) could not understand why the ISC President was arguing against it when the floor in Bali voted for it and why it had taken so much time to inform the Council about it.

Keith Murcott responded that the whole issue took time because the process needed to be done correctly.

David Fisher (Kenya) proposed that the Task Force should be formed by all the Councillors and not only those working in the Internal Affairs Committee.

Former President Jan Sunde explained that the reason behind the change from weighted voting to one Councillor, one vote, back in 1997 was because the election of the ISC President and/or Vice President had no effect outside the Council and it was in fairness to the smallest countries.

Paul Follows (U.K.) supported the one Councillor, one vote issue since it was an internal matter within the ISC.

Keith Murcott proposed to do a Doodle vote to all Councillors asking them if they agreed with weighted voting or non-weighted voting for the two internal issues on voting on a destination and voting for an ISC Officer.

A Task Force consisting of the board members plus three other Councillors will be created and a resolution will be taken at the 2014 Mid-year Meeting. Motion approved with 15 votes in favour.

Following his visit to Boston, President Mok Singh read a proclamation on behalf of the Lord Mayor welcoming Skål International to Boston. Monday 30 September 2013 was proclaimed as Skål International Day in the city of Boston.

## **16. CLOSING OF THE MEETING BY THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL**

ISC President Keith Murcott closed the meeting.