



MINUTES OF THE INTERNATIONAL SKÅL COUNCIL MEETING HELD AT THE FAIRMONT MONTE CARLO HOTEL ON SATURDAY 29 OCTOBER 2016

PRESENT:

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| President: | Bernard Whewell | Australia |
| Vice Presidents: | Kamer Rodoplu William Rheume | Turkey Canada |
| Secretary: | Marja Eela Kaskinen | Finland |
| Councillors: | Gerald Perez Denise Scrafton Edward Lo Peter Javorkai Francis Brennan Yaacov Hartman Antonino Percario Julie Dabaly-Scott Jorge Luis Moya Huerta Constantine Panoussi Peter Morrison Abimbola Durosinmi-Etti Arshad Khokhar Annette Cardenas Patria Chiong Niel Els Carlos Lopez Gallego Martin Ahlberg Mark Alexander Cyndi Golden Armando Chaquiriand | Asia Australia Chinese Taipei Hungary Ireland Israel Italy Kenya Mexico Monaco New Zealand Nigeria Norden Northern Latin America Philippines South Africa Southern Latin America Sweden United Kingdom United States of America Uruguay |
| <u>EXCUSED:</u> | Alberto Esper Franz Heffeter Jano Mouawad Ximena Alvarez Ana Carolina Dias Medeiros Katarina Hauptfeld Victor Abboud Rolf Wenner Kamal Hingorani Victor Osumi Michel Kreitem Gracia Peregrin Brinley Waddell Igor Viloría Barazarte | Argentina Austria Bahrain Bolivia Brazil Croatia Ecuador Germany India Japan Jordan Spain Thailand Venezuela |

OBSERVERS:

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| Executive Committee: | Nigel Pilkington David Fisher Susanna Saari Rafael Millan Lavonne Wittmann Jason Samuel | President, Skål International Vice President, Business Dev. & Trade Fairs Vice President, Membership Dev. & Young Skål Director, Finance & FVF Director, PR & Communications Director, Statutes & Manuals |
| General Secretariat: | Daniela Otero | CEO |
| Members: | Uzi Yalon Richard Hawkins Tony Clegg-Butt Jan Sunde Jean-Francois Coté Rowena Hawkins Thomas Vincent | Honorary President Skål International 1994 President Skål International 2000 President Skål International 2002 President Skål International 2006 Incoming Councillor, Skål International Canada Treasurer, Skål International Hong Kong Skål International Toronto |

1. OPENING OF THE MEETING BY THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL, BERNARD WHEWELL

The President of the International Skål Council, Bernard Whewell, opened the meeting.

He then asked for a moment of silence in memory of the Skålleagues who had passed away since the last meeting.

ISC President Bernard Whewell welcomed the Honorary and Past-Presidents, as well as observers in attendance.

2. INTRODUCTION OF THE EXECUTIVE COMMITTEE AND CEO

ISC President Bernard Whewell welcomed the Executive Committee and asked Skål International President Nigel Pilkington to introduce the members of the Executive Committee and the new CEO.

3. INSTALLATION OF NEW COUNCILLORS

ISC President Bernard Whewell introduced the new Councillors – Julie Dabaly Scott (Kenya) and Peter Javorkai (Hungary). He then invited them forward for the Induction Ceremony and presentation of the red pin.

4. APPROVAL AND SIGNING OF THE MINUTES OF THE MEETING HELD IN CHRISTCHURCH, NEW ZEALAND, ON 13-14 APRIL 2016

On the proposal of Peter Morrison (New Zealand), seconded by Mark Alexander (United Kingdom), the minutes of the International Skål Council meeting held in Christchurch, New Zealand, on 13 and 14 April 2016 were approved unanimously.

| WHO | WHEN |
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5. MATTERS ARISING FROM THESE MINUTES

There were no matters arising.

6. COUNCILLORS ELEVATOR SPEECH

The Councillors gave a brief introduction of themselves, including their professional and Skål lives.

7. ADDRESS BY THE PRESIDENT OF SKÅL INTERNATIONAL, NIGEL PILKINGTON

Skål International President Nigel Pilkington welcomed the Councillors and wished them a productive Congress. He thanked them for all their work in 2016 and commented that the International Council, while under pressure from some quarters as to its necessity, had proved invaluable to the Executive Committee and the Executive Committee supported the continuation of the International Council.

President Nigel Pilkington then provided some details on the state of Skål, the challenges we still face and the need for continuing to drive change. He reported on the progress made, the tasks being addressed by the Executive Committee, the improvements in communication and the efforts on membership development.

He also mentioned that ISC President Bernard Whewell had been a very active and positive member of the Executive Committee team and his input had been extremely important.

President Nigel Pilkington then took a moment to introduce Skål's new CEO, Daniela Otero. Daniela addressed the group and commented on the exciting opportunities that lie ahead.

8. (A) REPORT BY THE ISC PRESIDENT, BERNARD WHEWELL

ISC President Bernard Whewell reported on the success of the new meeting structure:

- New format for the Mid-Year Meeting is working well;
- Shortened meeting time frame at the Annual Congress;
- More focused time on the tasks at hand;
- Committee meetings are more vibrant, driving activity up to the Executive Committee; and
- Christchurch was a great example of the content presented.

Tasks Completed:

- Travel Brokers are now captured in the membership criteria;
- Sports and Medical Tourism are now in place and generating membership;
- Accommodation houses can now have as few as six rooms;
- New selection and bidding process for the Mid-Year Meeting;
- Joint EC and ISC executive meetings are now in place and working well;
- Revised format for the Florimond Volckaert Fund raffle is ready to go; and
- New format for the B2B – Global Marketplace has begun this year in Monaco and will be further developed with Hyderabad for next year and future years.

The Future

- Assess the structure of the ISC and drive change across the whole organisation;
- Communicate the value of the ISC across the membership base; and
- Lead by our actions – we are the voice of the countries and regions.

ISC President Bernard Whewell thanked the Executive Committee, the ISC Board and the Councillors and he reported that this would be his last report as ISC President.

On the proposal of Gerald Perez (Asia), seconded by Denise Scrafton (Australia), the report by ISC President Bernard Whewell was unanimously approved.

(B) REPORT BY THE ISC VICE PRESIDENT KAMER RODOPLU

ISC Vice President Kamer Rodoplu (Turkey) started by saying that it was his ultimate report as the Vice President of the International Skål Council and that a new board would take office following the elections of the day. He wished the new Board all the best for the new term. It was also his third and final term as the Councillor for Turkey and a new Councillor would be elected in March next year. He thanked everyone for the great support they had always shown to him and he would always be ready for any duty.

ISC Vice President Kamer Rodoplu gave a summary of the tasks undertaken by Committee B during the past two years:

Modification of the Form 4. The form had become outdated and some data had to be provided each time although these were already available and automatically updated in the organisation’s database. The new form has been operational since the ISC Meeting in Haarlem in 2015.

Organisation of the Florimond Volckaert Fund raffle and silent auction. The work consisted in creating a new document intending to be a manual for those who would be in charge of organising these two important fund raising activities. The document entitled “FVF Raffle and Silent Auction Rules and Regulations” was discussed within the Council and with the Trustees, finalised and then voted. The document also introduced the on-line raffle ticket sales, however, due to some administrative and legal concerns, there was some delay in this part. The raffle in Monaco would be run by a team consisting of Councillors and Skål members who graciously accepted to assist him, and Young Skål members from different countries. He took the opportunity to thank all Clubs and Skål members who contributed by donating prizes and the General Secretariat staff for their logistics support.

Another item on the agenda of Committee B was the problem of Clubs with arrears. Although there was no miraculous solution in this regard, proposals had been made and some of them had already been implemented, such as the involvement of the Councillors in getting in touch with the clubs in their jurisprudence.

As a result of the modifications made to the By-Laws, some amendments were required to the ISC Operations Manual. These were presented, discussed and approved during the ISC meetings in Christchurch last Spring. The new version of the ISC Operations Manual including these modifications was available in the Members Area of the Skål website.

Another important topic on which he had the opportunity to work on was the issue of the representation of the Clubs at the General Assembly. The By-Laws indicate that Clubs have one or two votes depending on their membership numbers and the threshold is currently 65. His report had included different options and he believed that the system with two thresholds at 40 and 80 was the one we should focus on.

On the proposal of Alberto Esper (Argentina), seconded by Neil Els (South Africa), the report by the ISC Vice President Kamer Rodoplu was approved unanimously.

(C) REPORT BY THE ISC VICE PRESIDENT BILL RHEAUME

ISC Vice President Bill Rheume (Canada) presented his report.

Council's role has evolved into more than just an advisory function. We initiate ideas, review recommendations, process information and vet tasks prior to presentation to the EC for action. We are an integral part of the organization's leadership function and with the new CEO in place, we play an important role in supporting Daniella's administration.

Council's most important and constructive annual meeting is the Mid-Year Meeting, which allows us to review, discuss and exchange information on projects or tasks important to the continuing development of Skål. This meeting is critical to the success of the Council's work.

The responsibility to our stakeholders requires active participation by councillors to deliberate and analyse opportunities for improvement.

In Christchurch, Council proposed the following:

- B2B format change to deliver a Global Tourism Marketplace;
- Changes to the Annual Congress Format – with follow-up discussions continuing in Monaco; and
- Implementation of a new Membership Development Funding model.

With the shorter time frame in Monaco, the objective is to report on our progress and re-focus efforts at finding ways to generate the changes necessary for continued improvement and avoiding the gap between the Council's presentations and EC action.

I received a copy of the Skål 2020 Project update which was sent out to Club Presidents and although I am disappointed I was not a direct recipient, I thank the Committee for their work in this regard. I am also disappointed the original intent of having the Council review the recommendations at the Mid-Year Meeting and provide comments in conjunction with the EC prior to distribution has not been followed.

Again, confusion continues as both Council and the Project 2020 Committee seem to be deliberating on the same subjects, very frustrating! I do agree a review of the Council's structure is needed; however, I continue to be a strong proponent that Past International Presidents should not be involved on the Council.

The adoption of the Joint Committee Session format in Christchurch was tested again in Monaco with more enthusiastic deliberations and a desire to continue this format for better engagement.

Today you will hear opinions, suggestions and information on:

1. New membership category involving Travel and Tourism Technology;
2. Updates on changes to the Congress format;
3. Next steps for Membership Development Fund;
4. Council Role and Structure.

On the proposal of Jorge Luis Moya Huerta (Mexico), seconded by Mark Alexander (United Kingdom), the report by the ISC Vice President Bill Rheume was approved unanimously.

(D) REPORT BY THE ISC SECRETARY, MARJA EELA KASKINEN

ISC Secretary Marja Eela-Kaskinen (Finland) explained that the purpose of the ISC was twofold. First; to drive things up to the Executive Committee to be acted on and second; to act on tasks given to us by the Executive Committee.

Following the Executive Committee monthly meetings, the ISC Board has its own monthly meeting and it is the Secretary's main task to prepare the agenda for these meetings and draft the minutes afterwards.

The Council has its own DropBox folder for communication purposes and as Secretary, she has maintained this folder along with a separate folder dedicated to the ISC Board.

ISC Secretary Marja Eela Kaskinen stated that Council had faced a lot of challenges lately and comments had been heard questioning the whole existence of the International Skål Council. She thought that they had proved that the Council was needed and that it could make a difference, however, no-one could deny that changes were needed.

One of the most important things the Council had done following the Christchurch Mid-Year Meeting was to start communicating directly to the members in the form of newsletter. The first letter had been very well received and the intention was to continue sending these a couple of times a year.

She said that it had been her pleasure to work with President Bernard Whewell and Vice Presidents Kamer Rodoplu and Bill Rheume for the past year. To see such dedication to their common cause was truly inspiring.

On the proposal of Denise Scrafton (Australia), seconded by Constantine Panoussi (Monaco), the report by the ISC Secretary Marja Eela Kaskinen was approved unanimously.

9. REPORT BY THE TRUSTEES OF THE FLORIMOND VOLCKAERT FUND

Coordinating Trustee and Past President Richard Hawkins summarised the activities and finances of the Florimond Volckaert Fund. Richard Hawkins also announced his term was ending and that Former President Jan Sunde would become the Coordinating Trustee.

10. REPORT AND RECOMMENDATIONS OF COMMITTEE A

Vice President Bill Rheume presented results of discussions held during the previous day's committee meeting.

Membership Development Fund – discussions around how to grow and access the funds, what tools are needed to properly 'brand' the fund, criteria for distribution and administration of the fund.

Recommendation: Denise Scrafton (Australia) will chair a committee to research and formally develop the parameters for presentation at the MYM.

Congress Structure – the participating councillors were asked specific questions as to why their members would attend a congress and what they would make the congress a success. The general consensus: world class speakers were necessary but this alone was not enough to justify attending a congress; cost should not be more than what you would pay on your own for that destination; equal components of business and social networking; time

included within the congress to experience the destination; General Assembly needs a moderator and should not exceed 3 hours.

Recommendation: Council Committee will research alternatives and review feedback and present a revised structure for approval at the MYM.

Council Structure – Much debate on what changes can be made to improve attendance and participation. Work of Council is important and recommendations made need to be addresses and responded to by the EC in a more formal way, avoiding the necessity for re-hashing projects that should have been approved and incorporated into the organisation. There needs to be a funding model to assist Councillors participation at the MYM and more effort placed on communicating the value of the Council’s role to the Area Committees and Clubs. There is a general dissatisfaction with the 2020 Committee and the lack of substance coming from this initiative.

Recommendation: Amend the two Committee structure to re-align content and adopt Joint Committee Meetings as the standard prior to Plenary Sessions.

Joint Committee Meeting – A joint committee session was held at the end of the day however it was agreed that more time was need in this format for it to be effective at sharing the results of each committee’s discussions and have a greater consensus on decisions going forward. Committee B provided the group with information with respect to their discussions on proposed changes to the By-Laws and the ISC Operations Manual. VP Kamer Rodoplu presented a summary of the findings from Form 4 submissions.

Recommendation: Complete review and restructure of the Statutes is necessary.

11. REPORT AND RECOMMENDATIONS OF COMMITTEE B

The full report can be made available upon request.

12. PRESENTATION OF THE BIDS FOR THE 2017 MID-YEAR MEETING AND SITE SELECTION

ISC President Bernard Whewell invited the two bidders to make their presentations.

Abimbola Durosinmi-Etti (Nigeria) and representatives from Abuja presented information on their destination.

Neil Els (South Africa) presented information on the Garden Route bid.

The result of the election was as follows:

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| Total votes cast | 29 |
| Abuja | 7 |
| Garden Route | 22 |

The Garden Route, South Africa will host the 2017 Mid-Year Meeting from 5-10 May.

13. ELECTION FOR THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL

Bill Rheame (Canada) was the only candidate and was elected President of the ISC with 100% support of the Councillors.

14. ELECTION FOR THE VICE PRESIDENT (2) OF THE INTERNATIONAL SKÅL COUNCIL

The candidates for the two Vice President positions available were Marja Eela Kaskinen (Finland), Jorge Luis Moya Huerta (Mexico) and Constantine Panoussi (Monaco)

The result of the election was as follows:

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| Total votes cast | 29 |
| Constantine Panoussi | 6 |
| Jorge Luis Moya Huerta | 11 |
| Marja Eela Kaskinen | 12 |

Marja Eela Kaskinen was elected 1st Vice President for a two year term and Jorge Luis Moya Huerta was elected 2nd Vice President for a one year term.

ISC President Bernard Whewell then invited Bill Rheume to the podium and presented the chain of Office.

15. REPORT ON THE 2020 COMMITTEES' RECOMMENDATIONS

ISC President Bernard Whewell provided a summary of the ISC response to the recommendations proposed by the 2020 Committee.

| <u>Suggested</u> | <u>Response</u> |
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| Statutes | appoint a professional person or group to recommend an appropriate reduction/restructure |
| Council Structure | |
| - Regional Representation | rejected |
| - P.P. involvement | rejected |
| General Assembly | agree, limit to half a day |
| Congress | |
| - Vote before | reject. Voting at Congress with new format |
| - Go Green | agree and in progress |
| - Sustainable Tourism | Good idea to explore |
| - Twitter | OK |
| Educational Sector | |
| - Podcasts | implement by country or area, not internationally |
| - Online Training | not a priority for Skål as other organizations fulfil this Need |
| Website | agree |
| Social Media | already in place |
| Data Base | agree, it should be added |
| Member Development - AIM | as previously presented by Committee A. good as a first step in forming new clubs as well as retention of members relocating. |

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| Value | agree with further need to develop partnerships |
| Benefits | OK but look to expand more business related offers |
| Y.S. | Young Professionals need to be full members. Lower the age not increase. Actions identified to bring in as members. Define YS Professional – age to 40 doesn't make sense. Agree with using Social Media |
| Job Portal | focus on promoting individual businesses rather than a job portal |
| VISAS | good to provide links for assistance |

General Comment by ISC

Council should be the group focussing on change. Major change suggestions should be sourced out to professionals. 2020 Committee has polarized ideas and communicating specific individuals' ideas rather than the group.

16. ANY OTHER BUSINESS

Membership Development – finalising the model is of critical importance and cannot wait until after the next Mid-Year meeting.

17. CLOSURE OF THE MEETING BY THE PRESIDENT OF THE INTERNATIONAL SKÅL COUNCIL, BERNARD WHEWELL

ISC President Bernard Whewell thanked the Councillors for their contribution and their attendance to the meeting. He then closed the meeting.

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