



**SKÅL**  
**CANADA**

**Fall Board Meeting - MINUTES Fredericton**  
**Saturday October 15, 2016**  
**Scheduled 8:30 am – 5:00 pm**

1. Call to order  
Welcome guests Jean-Francois Cote-Quebec, Burcin Turkkan Skål USA VP
2. Moment of silence – no members reported
3. Roll call: All clubs represented except Victoria
4. Approval of agenda  
Motion to approve agenda  
Darryl Caudle                      Second Pierre LePage                      Carried
5. Approval of Spring Board Meeting minutes Boise June 11, 2016 (circulated)  
MOTION to approve the minutes as circulated  
Jean Pelletier                      Second Ivano Corazzo                      Carried

6. President's report  
Doug McPhee reported on the progress of the first year of the 3-year plan. He emphasized the ongoing efforts to improve communication through 2 hosted Go To Meeting roundtables with Clubs and hosted the Executive with two clubs at their monthly meetings.

The first-year raffle was a great success and he expressed appreciation for the great efforts by most clubs to support the raffle. He emphasized the need for all clubs to get involved going forward as this is a key revenue source to support the clubs and support membership initiatives.

He urged forming structured standing committees to help share the work going forward.

MOTION to accept report  
Eric Douay    Second Marc Reaume                      Carried

**North American Skål Congress – Joint Committee report (circulated)**

Doug highlighted the new direction of the Congress and how Toronto is setting the stage for a more comprehensive program through education, fun and value experience. He reported on the recommendation from the Congress Joint Committee to add a \$100 levy to the Congress registration to be managed by the Joint Committee beginning in 2018 to help fund a future professional coordinator and enhance congress programming.

MOTION to support the \$100 Levy per registrant to congress 2018 for coordinator and support programming for congress.

Jean Pelletier                      Second                      Tammy McBane

Discussion:

Challenge of need for funds to enhance congress but cost is already perceived as high

The congress is about destination, programing, networking, presenting sponsors

Levy is a user fee, what does the program look like.

What about Mexico offer, is it their turn on rotation? Be clear on rotation or say it's by selected destination.

ISC must be represented on Steering Committee.

Bermuda felt slighted that they were passed over

Does each host country call for RFP's – done within each country

Keep costs down

Focus on quality, value, focus on sponsorship, alternate revenue, raffle, auction.

Needs sponsorship committee

The levy is to pay for coordinator, enhanced programming

Go for best destination, Realities will limit destination

Currency exchange a key factor perhaps make up funds through exchange value.

MOTION

Defeated

## 7. VP Administration report

Raffle: Susan Webb reported on the final results of the 2016 raffle and preparing to launch the 2017 raffle. There are surplus funds ready for clubs to access for membership development initiatives.

Club web sites: Serge provided an overview of the new club web platform incorporating more marketing focus and member services through event registration and online payment. The club sites will be upgraded starting in November with a goal to complete all clubs by end of 2017.

Questions/ recommendations; Linking to social media, blogs, media kit, testimonials, newsletters, event notifications and auto-reminders, site analytics key for future sponsorship. Focus on Tourism development/ support

Club of the year criteria: Discussion to consider changing from a single winner to recognizing all clubs who achieve goals. Recommendation to maintain current model for 2016 and have a committee evaluate future changes.

Young Skål – working group report; The Board supported endorsing the Baxter Ambassador Program and linking to Colleges where there are Skål Clubs. The Colleges and educators are a great resource for future growth by bridging with employers. Use some raffle money for Young Skål development. Source deans or professors to join Skål. Bring potential employers together with graduating students.

USA Young Skål must raise their own funds for subsidies. Help work and training for the future.

MOTION to accept applications for Young Skål development through the 50/50 co-op funds

Susan Webb                      Second Serge Doyon                      CARRIED

Statutes review: Clubs were asked to solicit input from their Boards if a review is required. Any draft changes must be circulated 30 days prior to the AGM next June 2017. Discussion: Question if new elected officers should take office at the Fall Board Meeting and not wait until January 1<sup>st</sup>. Consensus was to maintain officers assuming office January 1st.

MOTION to accept VP Administration report

Susan Webb                      Second Gordon Camp                      CARRIED

#### 8. VP Membership report

Paul Durand summarised the Membership Development group report (circulated). He emphasized the Skål International and Skål Canada funding available for membership initiatives and details are on the Skål Canada web site.

Greeter Program: Members were asked to review who is signed up for their clubs and meet our goal of 3 per club. Noted that some clubs appear to have members missing and will be reviewed.

3BaysOver: Consensus was that this was a LinkedIn model and was an open platform. Members advised to wait and see how it develops.

USA Membership summit November 9: A meeting is planned in Orlando to develop a strategic plan for memberships growth. It was recommended that Denis attend.

Club updates: Victoria – the proposed auto-billing for Board meetings has sparked discussion at the club. Ottawa on hold – looking for person on the ground. Montreal willing to help offer invite to Montreal events. PEI -14 people attending reception Monday October 17, one Young Skål and a transferee from PEI pending.

FACEBOOK: clubs asked to share their contacts

MOTION to accept Membership report

Paul Durand                      Second Marc Rheume                      CARRIED

#### 9. VP Finance report

Sean reported on the 2016 financial status and projected breakeven to year end on regular operations and a surplus from the raffle. Review of outstanding A/R to be pursued as PayPal credit card payment has been introduced.

Redirect Florimond Volckaert funds to SI Membership Fund. Skål Canada collects \$2 per member to donate to the FV fund at the end of each year.

Bill Rheume provided background to the fund and the request to redirect existing funds to membership development not being approved. He advised that a new fund was proposed from future donations be directed to membership development.

MOTION to redirect the 2016 FV funds collected to membership development through Skål International.

Sean Buckland      Second Serge Doyon      CARRIED

2017 Budget: Sean presented the recommended options for 2017 fees (circulated)  
Discussion: noted that 2016 will reflect a blended surplus with the raffle funds. The only real net increases are the 1 Euro increase and the D&O premium increase.

MOTION to increase fees \$1.50 to offset the 1 Euro increase and the \$4 increase for D&O liability

Darryl Caudle      Second Phil Reid      CARRIED

2017 Budget revised to reflect a \$5,900 loss (pre-affle)

MOTION to approve 2017 budget

Jonathan Welsh      Second Pierre LePage      CARRIED

Young Skål proposed \$50 fee for all categories

MOTION to approve Young Skål fee of \$50

Sean Buckland      Second Jonathan Welsh      CARRIED

Board Meeting Club Representative Registration Fee: The Board approved pre-invoicing the Board Meeting registration fees to each club at the Spring Board Meeting. The question raised was the timing when to invoice.

MOTION to approve invoicing clubs January 1<sup>st</sup>, in conjunction with the membership renewal fee invoice, for a single registrant fee for both the Spring Board Meeting and Fall Board Meeting.

Sean Buckland      Second Marc Rheume      CARRIED

Appointment of Auditors for 2017: David Chizda, Marylyn Peckett - Winnipeg

MOTION to approve 2016 auditors

Sean Buckland      Second Jonathan Welsh      CARRIED

MOTION to accept Finance report

Sean Buckland      Second Greg Fleming      CARRIED

10. ISC report

Bill summarized his report (circulated). He emphasized the importance of the new membership fund and affirmed the new CEO announcement. He advised that the B2B

will be greatly enhanced at the Internarial Congress. He also spoke of his work to restructure the ISC Council to make it more functional.

MOTION to accept the report

Eric Douay Second Jean Pelletier CARRIED

#### 11. Club highlights

Calgary – did 2-year plan and working on quality events. Revenue a

Winnipeg – good turnaround, focusing in programming value

Quebec City – membership growing, doing Survey

Montreal – go for Ottawa, was perceived as elite group but refocusing to mid level members, YS member on board from local college, pushing young Professionals

Hamilton – no YS but a travel Industry recruitment program to co-op. did survey and 5 may not renew. Going to 6 mandatory meals prepaid. Location and money challenge

London – issue attrition due to retirement, new ownership not engaging. Attendance a challenge. Value added with topical speakers

Edmonton – Sept Yellow Cab and Airport limo hosted in garage, Membership dinner 15 potential members – 5 likely to sign up, progressive dinner. EST switch coming

Toronto North – 4 year strategic plan, two major events fund raising, guest speakers all events, goal 50 members

Halifax – finances good, good diversity in members, beer bus tour – rotating seating great progressive dinner, succession planning key for future

Toronto – financially sound, membership solid but needs growth in Active, several fund raising events very successful, Planning for 2017 Congress well under way. June 16-18 Overview of Congress – S Can will pay advance deposit for 1 rep for each club by Oct 31. to be eligible for free reg. Food theme from all Clubs - asking for input.

Saskatoon – no YS, good base, membership stable and small growth, good fund raising

St john's – turnover in members a challenge but new properties coming on, in transition about growth, succession plan an issue but new focus

Canadian Rockies – membership good, engaging fun meetings with long travel, mystery bus tour co-op with Calgary, golf tournament,

Vancouver – growing after decline, meeting 5 in 5 goal, Okanogan AIM members support, monthly raffle – 3 names, winner \$2K at Christmas

New Brunswick – develop 'personality' branding, succession planning a challenge

#### 12. Executive Director report

Club membership renewal process/ key dates 2017 (circulated)

Skål web site membership modification reviewed

No dues invoiced Nov & Dec to support membership blitz

#### 13. USA Atlanta Burcin Turkkan

Welcome opportunity of exchange. USA added \$1 per member for Congress Fund.

November elections – new Board

Web site under development

PR newswire contact offered to clubs – offered to Canada

Advocacy Group for Washington  
National Meeting format for the fall will be a webinar. Spring meeting mandatory.  
Introduced new NASC subsidy \$500 per club.

#### 14. Election of Officers

MOTION to approve Jean Pelletier as VP 2017 CARRIED

MOTION to approve Sean Buckland as President 2017 CARRIED

MOTION to approve Jean-Francois Cote as ISC 2017-2018 CARRIED

#### **POST MEETING ELECTRONIC VOTE**

ELECTRONIC VOTE where if you accept, you do NOT need to reply.

MOTION to approve the Executive Committee for 2017 as follows:

Sean Buckland President

Susan Webb Vice President

Paul Durand Vice President

Jean Pelletier Vice President

Jean-Francois Cote International Skål Councillor

Denis Smith Executive Director (Ex Officio)

#### 15. Fall Board Meeting 2017 BID Presentations Winnipeg Nov 3 - 5 Confirmed

#### 16. New business

Susan recommended all clubs look at the Skål Canada site for raffle winners and consider exchange opportunities to maximize prize usage.

Committee participation: Members were asked to volunteer to sit on committees with 2017. A list was circulated to sign up

#### 17. Next Meeting

- AGM/ Spring Board Meeting Toronto June 15-18 2017
- Fall Board Meeting – Winnipeg November 3-5, 2017
- International Congress
  - Monaco October 29- Nov 2, 2016
  - Hyderabad, India October 5 to 8, 2017

#### 18. Adjourn