



## Spring Board Meeting Minutes

Saturday June 11, 2016

Scheduled 10:00 am – 5:00 pm

1. Call to order
2. Moment of silence  
John Graham Hamilton club
3. Roll Call  
All clubs were represented with the exceptions of  
St John's, Montreal, Toronto North & London
4. Approval of agenda  
Call for Motion to approve agenda  
Moved Sandra Kitchen Second Jean Pelletier CARRIED
5. Approval of Fall Board Meeting Minutes Vancouver October 3, 2015  
Call for motion to approve the minutes.  
Motion Darryl Caudle Second Ivano Corazza CARRIED
6. President's report (Bill Rheaume for Doug McPhee)  
2016 report January to May - D&O Insurance quote was secured; the raffle was successfully launched and Serge Doyon was thanked for his great support for the raffle. Regional GTM's were hosted and more will be scheduled. The NAASC steering committee has prepared recommendations for the future of the Congress for 2018-2020  
  
Call for Motion to accept report  
Moved Marc Rheaume Second Ivano Corazza CARRIED
7. ISC Councillor report – Bill Rheaume  
ISC report was circulated, New Zealand only had 13 of 48 reps attend. The ISC moving to being proactively involved in changing Skal structure. Sport Tourism classification has been finalized and IT/ technology is the next phase in membership development. He reaffirmed President Nigel's vision to reform the ISC to be more proactive and effective as the ISC is now represented on the Skal International Executive. India is already working on the 2017 Congress B to B to be World Marketplace with a 2 – 3 day networking/ trade fare.

Bill announced he will put forward name for nomination as President of ISC for 2017. Regardless, he will step down as ISC and an election will be held for a new ISC rep at a Fall Board Meeting election.

Call for a motion to accept the report

Motion Jean Pelletier      Second Ivano Corazza      CARRIED

8. VP Administration report – Susan Webb

Governance- working group report was previously circulated. Marc Rheume highlighted the key elements of the report.

Motion to accept the report

Motion Marc Rheume      Second Pierre LePage

Discussion: recommendation to post the guidelines on the web site

CARRIED

D&O Insurance policy was circulated previously

Motion to approve the new policy

Motion Serge Doyon      Second Marc Rheume      CARRIED

Noted: no nays, no abstentions

Raffle report

Report reviewed summarizing gross revenue, total prizes/ value and revenue raised by club and number of members supporting

It was recommended to establish a working group to evaluate spending allocation of raffle funds relative to the priorities in the 3-year plan.

Susan, Tracy, Serge, Alison

Fall Elections VP & ISC

Vice President will be elected from the Board & ISC nominations will be open to all members. Notification forms will be prepared and circulated to the Governance committee to review VP guidelines & ISC criteria before circulated

Baxter – Ambassador Program

Baxter wants to expand their new Ambassador program to all provinces and asked for Skål to support the program across Canada by offering Young Skål membership for the winners. This presented great PR opportunity for Skål and reinforces Young Skål with clubs

Motion for Skål Canada to undertake a national initiative supporting the Baxter Ambassador program for the benefit of individual Skål Clubs

Motion Pierre LePage      Second Alison Partridge

Discussion: winners would be a Young Skål member for one year, transferable to AIM membership? Could this replace club bursary programs?

Motion withdrawn: Recommendation to set up working group to review Young Skål programs with all clubs and pursue discussion with Baxter  
Susan, Sean, Serge, Maryse, Audrius, Alton, Candice Halifax

Club web sites

Serge Doyon announced that the Skål Canada site is now bilingual

Motion to accept the VP Administration report

Motion Pierre LePage      Second Tracey Nurimi      CARRIED

9. VP Membership report – Paul Durand

Membership update - Paul presented a chart listing all the members by category for each club. Clubs were asked to target where member opportunities are in their jurisdictions.

PEI update – a dinner is planned for the fall. Working James Tingley to set up a second event around Fredericton Fall Board meetings post package.

Ottawa update – Skål hosted a reception and 25 guests and 10 Skål members attended. There were positive individual testimonials by members and even past members. There are 4 AIM members now registered. Doug will be travelling to Toronto in June and plans to visit Ottawa.

Growth co-op programs 50/50 co-op and Skål International

Paul reviewed the funding resources available to help clubs undertake membership drives. Forms will be posted on the Skål Canada web site.

Bill reported on a proposal for the Skål Congress to ask for Florimond Volckaert funds allocation for membership development. What is value of a fund if it can't be used. A revised proposal will be presented to ask that new donations for the next three years be directed to membership development.

Skål Greeter Program

Paul asked for all Board members to register and have at least 3 more club members register as greeters. Paul got feedback form current greeters as they all reported that the requests were rare but were all very positive experiences demonstrating the Skål spirit.

Skål International database access

Paul reminded the Board that clubs can sign an agreement with Skål International and access their membership info at any time.

### National Membership strategy

It was recommended to establish a working group to discuss strategies to address retention/ attrition, support clubs and undertake new membership initiatives. The committee should also review Thom Vincent's report and the 2020 plan. Paul, Tracey, Sandra. Denis

Call for a Motion to accept the report

Moved PAUL Durand

Second Serge Doyon

CARRIED

### 10. VP Finance report – Sean Buckland

#### 2016 Finance update

Sean provided an overview of the current status. There is a projected shortfall to year end plus extra expenses for the D&O insurance premium. It was recommended to include actual vs revised forecast to year end.

#### Member fees 2017 discussion

- D&O premium will increase from current \$2.50 to \$6.50 per member
- Skäl International will have a one Euro increase January 2017
- Skäl Canada maintain the new member levy at \$40 (E 25 = \$37 Cdn)
- Young Skäl fees Skäl Canada charges \$15 but SI charges E10 + E5 new member levy (\$22 Cdn) so each new member is subsidized. As Young Skäl grows, some revenue is needed by Skäl Canada. Review different categories and rates for YS Students and YS Professionals. It was recommended Ivano and Paul join the committee reviewing Young Skäl and the Baxter Ambassador program

#### Club level new member levy

Sean suggested Clubs could consider their own levy and recommended further discussion at the Fall Board Meeting

Call for a Motion to accept the report

Motion Serge Doyon

Second Jean Pelletier

CARRIED

Noted: no nays, no abstentions

### 11. Club reports

Vancouver – Coach: Retention and high ratio of retirees. Working on recruiting with stronger executive. Dropped scholarship due to budget restraints

Hamilton – Tracey: club stable, growing mix in membership, renamed John Graham Golf Tournament

Victoria – Alison: Club may have some strong roots, potential new members growing

Saskatoon – Darryl: Club flat, economy weak, new members in process

Winnipeg – Gord: Tourism booth/ drive added 7 members, Loretta Clark resigned and Lorne Perrin new EST, YS mentorship program at College, focus on spousal events and value experience events.

Toronto – Pierre: Club 60<sup>th</sup> anniversary, web site good, membership down but recruiting, Audrius awarded Future Leader of the Year at Young Skal Congress, format now 6 mandatory events including Xmas Gala and 4 optional, significant revenues allows giving back to community. Growth and retention key value proposition. Hosting Congress 2017 - featuring Canadian food

Halifax – Sean: Membership goal 47, success in recruiting senior executives, hosted membership booth at TIANS, supporting June Industry awards gala, hosted Lunenburg event as outreach outside Halifax

Edmonton – Paul; Goal 50 members, 17 guests at membership guest dinner – 50 invites, 5 joined, hosted very successful progressive dinner where members move tables every course. Facebook launched, Sustainable Award for Skal International submitted by club

Calgary – Marc: Social event programming great, introduced a member surcharge of \$300 but offset if you host an event or sit on board/ committee. Club administration in flux but to be resolved.

New Brunswick – Maryse: current 28 members with goal 30+, working on engaging new members, excited about hosting Fall Board meeting

Canadian Rockies – Sandra: Club in good shape, attendance good considering travel, looking at Young Skal, introduced feature partner program – sponsor of events \$300. \$500 bursaries – 5 locations

Quebec – Jean: Club strong, membership active recruiting, 60% attendance, looking for ROI for members, undertaking fall survey, new newsletter format, posting videos of all past presidents

## 12. Executive Director

NASC Subsidies applications - Reminder to submit applications for end of June for extra attendees

New generic email database – introduced new generic email address list for all officers and key contacts at clubs. Everyone can use generic emails as they will be directed to correct contacts with updates from Form 2 each year.

## 13. Recognition Awards

Club of the Year

Small Club    Saskatoon

Large Club    Toronto & Quebec City

## 14. NEXT MEETINGS

2016 Fall Board Meeting Fredericton October 14 - 16

2017 North American Skal Congress/ Spring Board Meeting 2017 – Toronto June 15-18

Skal international Congress

Monaco Oct 28 - Nov 1 2016 followed by World Travel Market

India Oct 5 - 8 2017

2017 Board Meeting BID package to be circulated. Recommended to consider moving to November for more time after the Spring Board Meeting. This would be post Skäl International India Congress which is earlier October

Skäl international Congress

Monaco Oct 28 - Nov 1 2016 followed by World Travel Market

India Oct 5 - 8 2017

## 15. New business

NAASC Steering Committee report

Recommend adopting name change to North American Skäl Congress

Recommendation to support seed money to secure congress coordinator

Board recommended further discussions to determine the future of how the congress will be hosted.

Clubs not represented at Board Meetings

Board discussed missing clubs and acknowledged reasons varied from legitimate personal and financial challenges to no reason provided. Dates are confirmed one year in advance. Skäl Canada Statutes state that clubs must have a representative. The governance of Skäl Canada must be taken seriously by Clubs and should pay for their reps to attend. Attendance is expected and Statutes specify a financial charge of the registration cost may be charged.

The Board considered asking clubs to demonstrate that they have budgeted for the two meetings and have Skäl Canada invoice the clubs for the two registrations. The Board also considered proactive efforts to encourage attendance rather than just punitive methods. Meeting destinations and cost are a factor but Clubs should also provide advance notice if financial concerns are affecting their attendance.

Motion to pre-invoice Clubs for the 2017 Spring and Fall single registrations in advance

Motion Jean Pelletier      Second Ivano Corazza

Discussion: a letter to all clubs outlining the Board concerns and new policy be drafted under the President's signature prior to the minutes being circulated.

CARRIED

Noted: no nays no abstentions

Strategic Fund Development

RECOMMENDATION

To redirect the Florimond Volckaert funds collected with the 2016 membership dues to a membership development fund through Skäl International. The amount will be a budgeted item for Board review each year going forward starting in 2017. Clubs will be asked for their endorsement at the 2016 Fall Board Meeting.

Roundtable discussion Toronto attendance  
Clubs' preliminary estimate of attendance for Toronto 2017 - 75 across Canada

Appreciation for Denis' work was noted.

16. Adjourn Motion Maryse