

SATW Eastern Chapter Meeting
Minutes of Meeting – June 23, 2017

Call To Order

The meeting was called to order by Chair JoAnn Greco.

Welcome

Ms. Greco welcomed all Eastern Chapter members and introduced the chapter officers present in Sheridan, Wyoming including Eastern Chapter Officers:

- Chair JoAnn Greco
 - First Vice Chair Kim Foley MacKinnon
 - Second Vice Chair Jason Frye
 - Treasurer Karyl Leigh Barnes
 - Active-at-Large Theresa Medoff
 - Associate Representative Aaron Tuell
 - Ex-officio Chair Bob Jenkins
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- Ms. Greco welcomed new chapter members: Associate Suzanne Wenz (Boston Park Plaza, Taj Boston) and Active Liz Mays from North Carolina.

Introduction

- Ms. Medoff informed the chapter of the value of sponsors of this conference including Sheridan Travel & Tourism (Gold); The American Revolution Museum at Yorktown (Silver); and 20 regional bronze sponsors. She asked members to thank sponsors when they see them throughout the conference.

Minutes:

- A motion to adopt the Minutes (provided in paper form on each table) from China meeting was made by Evelyn Kanter and seconded Susan Bak.

Treasurer's Report:

Ms. Barnes presented the Eastern Chapter Treasury Report.

Treasurer's Report

Overall Financial Health

- **Balance (checking and CD): \$77,166.85**
- This is \$7,561.12 more than was available per the last report in October 2016 (\$69,605.73), but this does not yet account for several of our meeting expenses incurred in Wyoming this week.

Chapter Meeting Overview

- For this year's chapter meeting in Sheridan, Wyoming, we secured:
 - o Registration Income + \$17,519.38 (much is retained by host destination)
 - o Chapter Sponsorships + \$1,500 Jamestown Yorktown Foundation*
 - o Opportunity Budget + \$3,000 Request made; Finalized post conference
 - o Event Planner - \$2,000
 - o Event Planner Expenses - \$382.04
 - o Website Creation - \$1,500
 - o Participant Incentive Refunds- \$7,250
- \$10,887.34

* not yet reflected in statement from HQ

- We anticipate additional meeting expenses. For reference, last year we covered hard costs for the chapter conference in the amount of \$12,624.06. While we netted \$225.94, but we do anticipate a slight loss this year.

Chapter Writing Contest Overview

- In 2017, our Chapter Writing Contest:

- o Contest Fee Income + \$1,260
- o Judging Fees - \$1,000
- o Writing Awards - \$1,150
- \$890.00
- o By comparison, in 2016 the contest cost the chapter only \$5.00. Last year we received more entries because there were more categories, which generated \$4,270 in submission income.

OTHER NOTES:

- To date, the only hard costs for the regional networking receptions has been \$250 for the New York event to cover costs not assumed by the venue or guests.
- Our chapter membership donated more than \$2,095 to the SATW Foundation this year. Our chapter once again agreed to match up to \$1,500, dollar for dollar. Nice job chapter!

Old Business

- Minutes from the national mid-year board meeting held March are posted on SATW.org.
- Requalification is in progress. Members expressed concern that they have been notified that their materials are accepted and then a second email indicating that they have not been completed. Ms. Medoff will explore this with HQ.
- Chapter elections are in progress. Running for election are:
 - o Chair: JoAnn Greco
 - o Eastern Chapter Second Vice-Chair: Bob Curley and Jason Frye
 - o Eastern Chapter Treasurer: Ryan Smith
 - o Eastern Chapter Associate Representative: Cheryl Andrews

- The board made a decision to explore adding an additional associate position to the board, but made an executive decision that an additional Associate Representative be added this year in a non-voting capacity. The appointed associate will be Suzanne Wenz.
- An announcement was made by Ms. Medoff regarding conference sponsorship. Based on feedback from various DMOs, this year sponsors who confirm their participation as sponsors by August 15, 2017 will receive a 20% discount of this year's pricing. Sponsorship details will be posted on SATWEast.org website. This website will be the future source for everything chapter conference related.
- Mr. Frye provided an update on professional development, noting that the single path of PD for the conference in Sheridan was based on feedback from participants in not wanting to "miss out" on speakers. He is looking for additional active and associate volunteers to assist with PD for the 2018 meeting. The board has approved a budget for a key note speaker for our next chapter conference.
- Mr. Frye provided an update on the development of SATWEast's Instagram presence voiceoftravel #VoiceofTravel. We currently stand at 900 followers with reasonable engagement. Encouraged conference participants to use the #tag as well as #SATWSheridan and #SATW.
- Mr. Tuell provided an update on the SATW Eastern Chapter Writing Contest. He noted that we reduced the number of categories from 22 to 6 this year and this resulted in a dramatic decrease in participation. In 2018, we will look to find a "happy medium" for categories and consider adding a category for associate entries. The board is discussing this and will provide a recommendation shortly.
- Mr. Tuell also provided an update on Marketplace, making a request to Actives to participate actively, since Marketplace is the primary reason associates attend the conference.

New Business

- Ms. Greco opened the floor for new business, but none was suggested.

Meeting Adjourned:

A motion to adjourn was made by Bob Jenkins and seconded by Larissa Milne.