



SATW Associates Council Meeting Minutes

November 2, 2017—Portland, Oregon

Welcome

Deborah Wakefield, Associates Council chair, called the meeting to order and thanked the Associates for attending. She welcomed the new Associates and first-timers and introduced the Marco Polo members. She also introduced Associates Council representatives present at the meeting: Meryl Pearlstein, outgoing Associates Council secretary, and Ken Sloan, incoming Associates Council secretary.

Treasurer's Report

Treasury balance (as of September 30, 2017) is \$41,561.62, of which \$4,649.80 is cash.

Deborah explained that in order to help the Society with its budget, none of the Chapters or Councils—other than Editors Council—has received their portion of dues revenue for four years. Without this revenue source, the Council will eventually deplete its cash and CD reserves. This is why it is so important for Associates to support the board's plan to reduce the number of board members and to increase dues. Both of these steps will help to get the Society back to a more financially stable platform. And once that happens, the Council is much more likely to see its dues revenue return. (For more information, see "Proposed Bylaw Changes" section below.)

A discussion followed regarding transparency of operating costs for the Society and the importance of Kellen (the SATW management company) obtaining more sponsors for our conventions.

Proposed Bylaw Changes / Upcoming Member Votes

The Associates Council supports the following.

SATW Board Reduction Proposal

1. Elimination of the Active and Associate-at-Large positions on the board of directors. This reduction decreases costs and makes the board more nimble. *Note: To ensure that there is always more than one Associate voice on future boards, the upcoming bylaws vote would allow the board to decide before each election whether one or both of the positions of secretary and*

treasurer should be designated as an Associate role. If approved, this change would become an SATW Operations Manual policy.

2. Elimination of the Immediate Past President position on the board of directors. The Past President will still serve as a valuable source of historical knowledge and support for the current Society President, but she/he will no longer attend the board meetings.
3. Eliminate the board position of Vice President, and transfer to the individual who has been elected President-elect the duties and responsibilities currently assigned to the Vice President.

Proposed Dues Increase

The Society must raise dues to secure its financial stability. The board understands that the last proposed dues increase put the burden too heavily on Associates. The forthcoming proposed dues increase spreads the increase across all membership categories. Per SATW Headquarters, the proposed increases are:

- Associates: \$340 per year (up from \$300)
- Actives: \$175 per year (up from \$155)
- Emeritus: \$255 per year (up from \$155)

The board reduction plan will save approximately \$50,000 per year. It is hoped that the dues increase will bring our budget closer to a break-even point during 2019.

Future Meetings

The 2018 PRSA-SATW Travel & Tourism Conference will be held in New Orleans, June 3-6. Registering by April 16, 2018, guarantees a \$100 discount. The registration cost for members is \$799.

The 2018 Eastern Chapter Meeting, scheduled for June 4-7 in Sanibel, Florida, overlaps with the PRSA-SATW Conference. This is an unfortunate scheduling situation and SATW Headquarters has agreed to monitor the dates going forward to prevent this from happening again.

The 2018 annual SATW Convention will be held in Barbados, September 23-27, chaired by Associates Yves Gentil and Elliot Gillies.

New Business

It was noted that the model for future conventions, including the timing of pre- and post-tours, marketplace, etc. is being evaluated for cost considerations and efficiency.

Cathy Senecal is the new Society Sites Committee chair.

Peggy Bendel will be chairing the Professional Development Committee, replacing Kay Maghan.

Meryl Pearlstein suggested that there be a mechanism to oversee the volunteer activities of the Society, perhaps adding a "Volunteer" button to the website and/or having a committee to serve as a clearinghouse for all Chapter, Society and Council volunteer opportunities. Meryl offered to chair the committee with Canadian associate Cathy Stapells. *(Update: This suggestion has been passed along to the SATW Board. SATW President Barbara Ramsay Orr is in favor of the idea.)*

Thank You

Deborah thanked Meryl Pearlstein for her two terms as Secretary of the Associates Council. Meryl's term ends at the close of the Portland conference.

Adjournment

Stefanie Dalgard moved for adjournment. The motion was seconded by Elliot Gillies. The motion passed.