

**Society of American Travel Writers  
Western Chapter**

**Business Meeting  
May 12, 2018, 8:00 a.m.  
Congress Hall, Holiday Inn, Brno, Czech Republic**

- Meeting called to order at 8:20 a.m. by Chair Christine Loomis.
- Treasurer's Report (Erik Elvejord):
  - \$2,087 in bank account with Kellen based on expected expenses through end of June 2018. Good amount to keep in checking account to pay bills for the Western Chapter expectations through end of 2018.
  - \$97,733 in Charles Schwab investment account as of January 31, 2018. Up \$8,600 from last year. Projecting \$3,000-4,000 drop due to recent market ride.
  - Strong financials give us lots of leeway and options to decide what to do with funds.
- Professional Development (C. Loomis):
  - Chapter's Budget and Finance Committee recommended to C. Loomis that the Chapter use funds from the Charles Schwab investment account because it's meant to benefit the Society membership.
  - C. Loomis announced at Society Midyear Board meeting in February 2018 that the Chapter would sponsor recording/videotaping of all Professional Development sessions at Society National Conventions to upload to satw.org to benefit Society membership.
  - Budget and Finance Committee suggested the amount to total \$10,000-12,000 per year for three years.
  - C. Loomis reported that E. Elvejord requested at Chapter Board meeting (May 10, 2018) that the Society needs to provide a plan with costs for the Chapter Board's review.
- Meeting Sites (Associate Nancy Vaughan):
  - No longer pursuing Panama for next meeting site due to unresponsiveness by destination.
  - N. Vaughn developed draft schedule with tour suggestions for consideration by Phoenix. The PR representative for The Phoenician feels timing is good following renovations. Associate Doug McKenzie, director, media relations for Visit Phoenix will respond by July 1, 2018 whether budget available. Potential date of meeting is after Mother's Day in May 2019.
  - Active David Lang commented that Freelance Council is meeting in Columbus in May 2019, so the Chapter should be aware of possible conflict.
  - C. Loomis remarked that she was remiss in acknowledging during the Opening Ceremony that the Scott's from Gilbert, Arizona are at the Chapter meeting.
- C. Loomis announced birthday of N. Vaughan. Active Karin Leperi also recognized for her birthday.

- Candidate Statements:
  - Active Emeritus Millie Alexander read Society President candidate statement on behalf of Active Jane Woodridge.
  - C. Loomis gave Society President candidate statement.
  
- Discussions:
  - M. Alexander raised the question to C. Loomis and Society President-Elect David Swanson about how many members logged onto 60 Second Travel Writer series by Actives Catharine Hamm and Elizabeth Harryman. D. Swanson responded that about 60 registered at satw.org.
  - Society membership survey
    - Associate Carol Waller commented that she has not seen a report about the membership survey results and presumably this information has been used by the Society Board to make decisions. She urged the Society Board release this as soon as possible.
    - C. Loomis responded that an overview of the results were released. Agreed that results should have been made available earlier, however, the Board has been busy with other issues. Doesn't believe the Society Board has taken any action based on the survey.
    - D. Swanson reported that the survey covered two parts: who we are as writers and how income earned; and how best SATW can serve them. An overview of results released around November 2017 on Facebook. Invited members to contact him if want results directly. D. Swanson recognized that while survey results were complicated by Kellen when they combined Active and Associates into one group, he takes responsibility for not having time to disseminate the details.
  - Society communication
    - Active April Orcutt requested that a platform other than Facebook be used to distribute information to Society membership due to not trusting Facebook.
    - C. Loomis responded that the Society Board made the decision to use Facebook due to 2/3 of the Society signing up and younger members not wanting to receive email. E. Elvejord commented that SATW needs to communicate like a company, which is to simplify logistics and disseminate information through multiple channels in order to capture everyone in the organization.
    - Active Maralyn Hill commented that people don't realize the overload of work performed by Board members.
    - D. Swanson reported that there were no results after a quick Google search for survey results at Facebook. C. Waller commented that if the survey results at Facebook were linked to satw.org, then members could find it, which is the benefit of having a combination of channels.
    - D. Swanson stated that we have a generation of typically younger members who are interested in having information pushed to them. The challenge with Facebook is that quick Google searches don't produce results. Information provided at satw.org produce a more thoughtful discussion. Feels all Chapters should discuss how members want to receive information and C. Loomis said a survey is possible, however, members need to respond.
    - D. Swanson reminded everyone that all work costs the Society in Kellen management company dollars and volunteer hours.

- C. Loomis announced today's Professional Development at the Brno Meeting is focused on learning about the Czech Republic.
- Motion made by D. Swanson, second by E. Elvejord to adjourn at 9:13 a.m. Motion carried.

*Minutes submitted by Secretary Lori Michimoto, May 12, 2018*

*Approved by Chair Christine Loomis, June 6, 2018*