

ASTA – Rocky Mountain Chapter

Board Meeting October 25, 2023 Minutes

Present: Jeof Oyster, Sally Sparhawk, Robin Norell, Trish Stanczyk, Debi Kelley, Jennifer Grey, Skyler Mason, Mitch arrived at 3:18pm, John McMillen arrived at 3:51pm

Started 3:05pm, recording

August's minutes approved by Trish, seconded by Jennifer, unanimously accepted. There was not a quorum at the September meeting, so it was just a discussion of Supplier Trade Show items.

Treasurer's Report (Jennifer)

- Now have about \$29K.
 - Looks like we still have quite a few suppliers who need to pay.
 - For 2024, we will require payment in full probably 60 days before, and all payments will be through Stripe.
 - Still have to pay the rest at Lowry (probably \$2700 to \$3000).
 - Sally's \$2k check not deducted yet.
 - Jeof said anything that came through Stripe could have been batched, Jennifer will check.
 - Trade show bottom line budgeted:
 - Estimated \$23K income
 - Spending \$8
 - Estimated net \$15K (was probably \$10K in 2022)

Upcoming Events (Trish)

- Monthly meetings:
 - November – Club Med
 - December – Christmas party – December 5 12-3pm (Jeof will send email out)
 - General thank you to members, social hour, meet with the board. Chapter pays.
 - Eddie Merlot's in Englewood (south side of the city).
 - Minimum spend of \$750 for 20 people (unanimous consent by board)
 - Ask for donations for ASTAPAC.
 - January – social media for small business, virtual lunch 'n learn 3rd Tuesday
 - DISC training – reschedule from September? Needs to be in person, so maybe April or May.
- Maybe having Pleasant Holidays do presentation online
- A few suppliers at the trade show asked Trish about doing presentations at future meetings.
- Debi said she'd like to get back to having dinner meetings.

YPS

- Sheila has left the travel industry.
- So we now have this vacancy again (age 45 or younger).

- o Sally suggested maybe combining YPS with “web master” so they would feel like they were contributing.
- Need more national leadership around YPS (what is the value so people want to participate), and better onboarding of members that might be interested in YPS.

Hubspot (Jeof)

- National shut down MagnetMail in May, have been doing cleaning of database, and set up Hubspot with up-to-date list of all the members in our chapter.
- Training this week, which was recorded, so Jeof and Robin will watch when the recordings are released so we can start using Hubspot for our emails.
- Deliverability – should be so much better.
- How to communicate with nonmembers (like those who came to the showcase)? Jeof said we can create our own lists. We can even create lists in Hubspot for the showcase (including a list for suppliers).
- Next newsletter will go out by Hubspot.

Supplier showcase (Sally)

- Several suppliers thought overall was great but didn’t like being in the “smaller room” because they said they didn’t get as much traffic. Will figure out a way for them to reserve specific booths.
 - o Signage to direct people from one room to the next.
 - o Early registrations get better choice of location.
 - o Consider the “bingo cards” for attendees to have marked up as they visit suppliers.

Chapter Budget

- Debi asked if the chapter has a budget.
- Budgets are national annual conference to annual conference, but we have to report based on calendar year.
- Jeof and Jennifer are working on 2024 budget.

Board Job Descriptions

- Debi recommended that once a year we go through a review of the risks - conflicts of interest, whistle blowing, and financial risks of being on the board.
- ASTA should have this already, set up by attorneys, about the legal aspects of board participation.
- Debi will share her information from another organization with Jeof to share with national.

Google workspace

- Next 7-10 days it will be in place and ready to use.
- Jeof will communicate directly with users.

Membership

- Mitch spoke with Frosch, and they want to encourage their members to be a member of ASTA.
- A lot of hosts help subsidize agents’ membership fees.
- Follow up with showcase attendees that aren’t members.

- o Will add to HubSpot, Mitch will set up an email to send to them with discount code (the one offered at the event expired) within 3 days.
- o Mitch will compose and send to Jeof and Robin.

By-Laws

- Jeof will send out budget and by-laws for review before the meeting.
- November 15 meeting – discussion, and email discussion for those who are not able to attend the Nov. 15 meeting.
- Formal vote at December 20 meeting.

Next meeting –

- Next meeting Wednesday November 15.

Ended 3:51pm