

ASTA – Rocky Mountain Chapter

Board Meeting November 15, 2023 Minutes

Present: Jeof Oyster, Lisa Hale, Jennifer Grey, Rob Hale, Sally Sparhawk, Skyler Mason, Trish Stanczyk, John McMillen (joined 11/15)

Started 3:05pm, recording

October's minutes approved by Trish, seconded by Jennifer, unanimously accepted.

Regional Director Updates / News (Rob)

- ASTA Global Convention
 - Now called The Travel Advisor Conference
 - Will be more options for chapters to push & promote.
 - Will now be on “tracks” based on where you are in your industry - Beginner, Grow, Agency Owner tracks. Programs for all of those. More Professional Training.
 - Potential that if you are a first-time attendee you may get a good promotion to attend.
 - Chapter Officer Discount Code - CHAPLEAD24 - Discount is \$113
- Chapters
 - Being “redesigned” - SBN Moniker will go away and all will be ASTA Chapters, and some chapters are being realigned geographically.
 - No impact to Rocky Mountain chapter boundaries, though it's possible that Utah may re-join our chapter.
 - There will be a panel session at next CPC on Trade Shows
 - CPC Schedule
 - Jan 7-10 - Antigua
 - May 27-31 - @ TAC
 - July - Virtual
 - October around 19th - on RCCL
- New programs will come into National Calendar next year

Upcoming Events (Trish)

- Holiday Party
 - Already at 17 people signed up
 - Board Members should sign up as well for any event.
 - we will Up the limit to 100 tickets (\$10)
 - Lisa asked if there's a restaurant cap

- The cap was 30 people for the \$750 minimum
 - We have to place the menu order by next week (before Thanksgiving)
- January - Business Builder on Social Media
- February - Club Med (moved from November)
- March - Business Builder with Akasha Technology Partners
- April - DISC (Sally preference for April)
- May - maybe a virtual Supplier Event
- Rob reminds us to get events on the national calendar.
 - It helps drive new member sign ups, and shows Suppliers people are

Treasurer's Report (Jennifer)

- Balance - \$26,920
 - Wrote a check for \$2,640 to conference center
 - Will meet with Jeof on Stripe.
- Overall financially healthy
- Jeof will share with Jennifer the recording from CPC

Tech Updates

- Chapter Portal
 - ASTA has launched a new Chapter Portal tool on ASTA.org - when you sign in, click My Profile and it appears as a tab.
 - Gives an up-to-date list of chapter members, divided into categories:
 - Travel Advisors, Suppliers & Others (Includes Future Travel Professionals), Prospects (Includes expired)
 - Shows *everyone* in the chapter, not just those who have allowed us to send email. Separate lists uploaded to HubSpot (new email system) that only includes those who've allowed us to send email.
- Google Drive
 - Jeof toured the structure of the new Executive Board Shared Drive in Google Drive.
 - All documents related to the chapter should be stored here - everything from W-9s to Operations Manuals
 - Starting with Events documentation, including new easy-to-complete Planning Forms that everyone working on events can reference instead of sending lots of emails back and forth.
- Emails
 - Jeof Onboarding people to Drive and Email.
 - Started with Trish.
 - Jennifer next week.

Supplier showcase (Sally)

- Looking at more ways to connect suppliers and advisors
- Trish did a survey to attendees, good feedback. Some concern that people couldn't get to all the breakout sessions.
- Three new volunteers
- Heather put together a blow by blow of what everyone does every month.
- Suggestion for Lunch 1 & Lunch 2 to accommodate enough people
- Next Thing - Email to Suppliers for Save the Date (working on pricing)

2024 Chapter Budget

- Jennifer presented the Draft Budget
 - Net Income Expected = \$10,000 next year
 - To Be Determined Items
 - Travel budget is based on the number and location of Chapter PResidents Council meetings, plus a little for hotel costs for the Showcase leads.
 - ASTAPAC -We have yet to give our 2023 ASTAPAC donation.
 - Will be an agenda item at next board meeting to approve and send.
 - TAC Scholarships?
 - Given the big changes to AGC / TAC this year, and the likelihood that HQ will be creating special offers, we decided we may just put a pin in the idea of doing scholarships for the 2024 budget.
 -

Next meeting –

- Next meeting December 20, 2023.

Ended 4:10pm