

ASTA – Rocky Mountain Chapter

Board Meeting December 20, 2023 Minutes

Present: Jeof Oyster, Sally Sparhawk, Robin Norell, Trish Stanczyk, Rob Hale, Lisa Hale, Jason Martin, Chris Wiggin, Jennifer Grey, John McMillen, Skyler Mason, Mitch

Welcome Jason & Chris, from Inside Asia (here to observe)

The Holiday dinner was great, about 25-30 in attendance.

Started 3:03pm, recording

November's minutes read by Jeof, approved by Sally, seconded by Trish, unanimously accepted.

Upcoming Events (Trish)

- Monthly meetings:
 - January 16, 12pm – virtual Business Coach, Melissa Kellogg
 - February 20, 12pm – virtual Club Med
 - March 19 – virtual Akasha Travel Partners - marketing
 - April DISC – in person DISC training with Sally
 - May virtual supplier presentation – Pleasant Holidays?

Supplier showcase (Sally)

- We have 3 new volunteers
- We will have minor increases in fees for 2024
- Number of people who didn't show – is it possible to collect credit card information and only show if they are a no-show?
 - Rob said Arizona uses this system.
- Would like suppliers to be able to choose their booth location.
 - John said Arizona also uses a similar program. Sally is trying to connect with them for info. Rob can also help connect Sally with the Arizona chapter. John will also forward the email from AZ.
- Need to get everything up on the website.
- Robin will send out "save the date" email once she has log-in information for Hub Spot.
- The rest is in the email that Sally sent earlier today.

By-Laws

- The previous by-laws were over 20 years old. We have reviewed most of the changes in past meetings.
- Highlights include:
 - Officers of the chapter (past president, YPS, etc.)
 - Chapter finances section is more robust and reflects National's current rules.
- Jeof has shared with national's legal department.
- Mitch approves, Jennifer seconded. Role call vote – unanimous in favor.

Treasurer's Report (Jennifer)

- Current balance \$26,700 plus more to deposit
- 2024 Budget
 - Walked through this in November meeting
 - Highlights
 - Biggest revenue is trade show, kept at last year's numbers
 - Got good income for non-ASTA member trade show registrants (\$480)
 - Expenses for 2024 show are estimated
 - Anticipate +\$9500 added to our account at end of 2024
 - Still have 6-8 suppliers who haven't paid for their 2023 registration
 - Jennifer and Sally will work on this.
 - Jeof also has a couple of checks to deposit.
 - Next year we'll do everything through Stripe, which will make bookkeeping easier.
- Approved by Mitch, seconded by many, budget approved.

Chapter President's Conference / ASTA National News

- Will be held the 2nd week of January. Jeof will have lots to share at next meeting.
 - There have been some departures from National HQ – Lou in ASTAPAC left
 - Dave Bowman no longer with ASTA
- From Rob (regional) – they are working on filling these vacancies, some of them are already filled with temporary staff.

New Business / Membership

- Mitch just joined Frosch, and they have 70+ agents in CO, most are not ASTA members. Would like to set up a webinar to recruit them into ASTA. Jeof will work with him after CPC in January.
- Sally said that we were going to send an email to all those who registered for the trade show and are not members.
 - Mitch thought he had drafted that – will look for it (or create it) and send to Jeof.

Next meeting –

- Next meeting Wednesday, January 17.

Ended 3:37pm