

ASTA – Rocky Mountain Chapter

Board Meeting January 17, 2024 Minutes

Present: Jeof Oyster, Mitch Krayton, Rob Hale, Sally Sparhawk, Jennifer Grey, Skyler Mason, Debi Kelley, John McMillen

Started at 3:04pm

Minutes - read by Jeof and unanimously approved

Board & National

Notes from the Chapter President's Council Meetings in Antigua last week

- Membership
 - 8,612 dues-paying members (does not include Agency Employees)
 - 61% are ICs (5,244)
 - 18% are Agencies (1,537)
 - 13% are FTP or Travel Schools (1,126)
 - 2% are Premium members (149)
 - 6% are Suppliers (55)
 - ICs tend to renew at 85%
- Survey of Members
 - 1,033 responses out of ≈8000 sent
 - 51% have been in the business more than 10 years
 - Most attend 1-5 regional events per year.
 - 56.2% do not participate in chapter events
 - Of those that DO participate:
 - 74% are satisfied or very satisfied with chapter overall
 - Most valuable benefits of their chapter are Supplier Connections (82%) and Networking Opportunities (74%)
 - 81.6% would recommend their chapter to others
 - Of Non-Participants
 - 26.2% did not know there was a local chapter
 - 25.6% say the events are too far away
 - 37% say chapter events are very or highly distinguishable from other events
 - 32% say their not or very not
 - 48% find their chapter very or highly welcoming. 28% don't.
- There was significant discussion about MLMs and the risks they pose at events when recruiting downlines. Suggested solutions were to work 1-on-1 with those people to help them evaluate if the MLM model is right for them, and having a code of conduct that covers events to prevent recruitment.
- Zane Kerby mentioned that there will soon be an effort to more heavily promote members who have completed their VTA

- ASTA encourages all board members to complete VTA. It may become a requirement in the future.
- Advocacy Update
 - FAA Reauth bill is stalled in Senate
 - Team is working to ensure our priorities are maintained in that bill and through reconciliation. Feels confident about success.
 - Grassroots effort will begin soon especially for members of the Senate Commerce Committee. This includes John Hickenlooper (Colorado) and Cynthia Lumis (Wyoming)

National Board

- VTA robustly discussed at the board meeting
 - Likely direction will be to make it a requirement for board members to hold VTA
- Requirement to have an ASTA employee on chapter's account will likely be removed.
- Premium members locally - Travel Society, Randy Yurick(?) - Randy is very supportive of ASTA and his staff. Probably ways to plug into premium members, also have office space available, good meeting places.
- Any interest as an aside - connecting w/ DU, Rob & Lisa are alums.

Board Changes

- Lisa Hale is now our ASTAPAC Coordinator for the chapter and will provide leadership to help drive donations to ASTAPAC, and provide the board with Advocacy Updates
- Jeof is recruiting a Wyoming member to the Board

Events

- Monthly meetings:
 - January 30, 12pm – Virtual Business Coach, Melissa Kellogg (Rescheduled)
 - February 20, 12pm – Virtual Club Med
 - March 19 – Virtual Akasha Travel Partners - marketing
 - April DISC - April 18th, 5:30 - 8pm
 - Skyler to work with Hacienda Colorado.
 - Need 15 people to make it work.
 - Needs a flip chart stand
 - Sally will send new write up for marketing blurb
- Ticket Tailor - New Ticket System for our events.
 - Being used for the Showcase to allow Suppliers to choose their table location.
 - Much simpler experience (and cheaper) than Eventbrite.
- Rob mentions that we've done a chapter picnic in the summer in the past.
 - John's office has access to a pavilion
- Other Ideas

- Rocky Mountaineer FAM (unlikely) or Train Tour - possibly partner with Utah Chapter to do the same on the Moab side.
- Insurance Panel

Showcase

- Invoice for 2024 Deposit, Jennifer to follow up
- Sally had questions for Arizona Tradeshow, Rob to follow up with Leila
- Lunch was supposed to be 2 spots - already have 3 interested, so will stick with 3 spots.
- Showcase team will meet again on February 20, more suggestions then.
- Questions for Jeof
 - Arrangement of Tables
 - Includes both attendee name & tablecloth
 - Remove MJ & Sally from Showcase@ alias
- Print Supplier Handout for TAS

Travel Show

- If you're attending the Denver Travel Show this weekend, you're encouraged to collect business cards of suppliers to potentially have them join the Showcase.

Treasurer Update

- \$24,861 in the bank account.
- Where closed 2023 - made \$7,438, \$9,777 was trade show profit, offset by investments and expenses for the chapter.
- Jennifer is working on year-end financial package to send to HQ.

Membership Drive with Frosch

- Mitch working with his new host agency to put together a informational meeting about why they should join ASTA.
- Suggests just doing Frosch ICs. We could do the same style of event with other Host Agencies to help drive *their* community to ASTA.
- Mitch to get a couple possible dates - possibly end of Feb