

# ASTA – Rocky Mountain Chapter

## Board Meeting February 21, 2024 Minutes

Present: Jeof Oyster, Rob Hale, Sally Sparhawk, Jennifer Grey, Skyler Mason, Debi Kelley, John McMillen, Yuri Pross, Lisa Hale, Robin Norell

Started at 3:03pm

Minutes - read by Jeof and unanimously approved

### Membership / Mailings

- Robin shared that she did not get notification of February 20 (or the February newsletter).
- Jeof shared that with a recent update our chapter's membership list was "nuked."
- Rob shared that many chapters lost their membership lists.
- Jeof sent out the newsletter using an old membership list. Will keep us advised of the status of mailing lists and membership lists.
  
- Board Changes
- Yuri Pross – travel advisor from Cheyenne Wyoming. Officer at large.
  - o Unanimously affirmed.
- Debi Kelley – stepping down from board, but will still help with the showcase.

### Showcase

- Max number of suppliers? 52
  - o Already maxed out on presentations and lunch sponsors
  - o Still need refreshment sponsors
    - Sponsor could put a sign on the refreshment table – come see us at booth #
  - o Currently have 27 suppliers already
    - Already about 10 weeks ahead of last year
- When do we want to send the next invite to potential suppliers?
  - o Had previously discussed April, but could do it earlier.
- Get a save the date out to the members?
- Are we on the ASTA National calendar?
  - o Jeof – we are on our calendar, not on the national calendar yet because we don't have the registration up for advisors.
  - o No reason to wait on this.
- Jennifer in the meeting asked:
  - o If people aren't paying by credit card, Jennifer is going to send out invoices to unpaid in April?
  - o Jeof – in shared drive, supplier registration spreadsheet
    - Those in green are paid

- Those not paid do need an invoice (template in the shared folder)
    - Also payment method instructions at bottom of invoice
- Working on first email to suppliers to thank them for registering
  - o Great FAQ that Heather and her team put together on supplier page
  - o Thank you Jeof for all these system
- In the new system, can we put something in the registration as to whether or not we can share attendees' email information?
  - o Per David Bowman (National), we can do an "opt in"
- Skyler and John and Sally talked about better connections between suppliers and attendees.
  - o Discussed using a passport or stamps, but that doesn't really promote conversation.
  - o Will use passport that requires less number of stamps, and will tell suppliers to only sign off if they spoke with attendee for at least 3 minutes
    - Must complete to be eligible for prize drawings
    - Presentations count for stamp
    - Discussed selling ads for the booklet, but decided against
  - o Paragraph about each supplier on the website?
    - After advisors register, send them a link with suppliers' logos, and the logos will be links to suppliers' websites.
    - Discussed video links from suppliers for introduction as well
    - Start putting this together May/June – Jeof can coordinate
- DU Tourism School – Rob spoke with them

## Events

- Monthly meetings:
  - o January 30, 12pm – Virtual Business Coach, Melissa Kellogg (Rescheduled)
    - Feedback – wish it was more focused on travel industry
  - o February 20, 12pm – Virtual Club Med. Done
  - o March 19 – Virtual Akasha Travel Partners - marketing
  - o April DISC - April 18th, 5:30 - 8pm – MOVED to April 30
    - 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, very travel industry focused
    - Sally suggested that the chapter sponsor the costs for ASTA members (workbook, food) - \$40 per person for workbook, \$20 for food
      - John - first 15 or 20 members free? \$60 for non-members
      - Motion to cover 20 members for free for DISC event, estimated cost \$1200. All in favor.

- If more than 20 members register, we will discuss any subsidies for those members.
  - Cut off date – close registration 2 weeks before.
- Future topic ideas:
  - Marketing
  - Streamlining business with technology
    - Jennifer forwarded contact info for videographers to Trish as an idea
    - Debi asked if we would be interested in a new CRM/itinerary program – TERN. She will share with Trish.
  - Sales
  - Legal
    - Sally said we had Tom Carpenter a few years ago as a presenter about legal matters and he was great.
    - Rob has the contact info.
  - Rocky Mountaineer – have a very narrow window in April for an in person tour – April 16.

#### **Website –**

- Jeof made some big updates/changes
  - If there are photos from events, please put in shared drive
    - John made a folder

#### **ASTAPAC –**

- Advocacy updates from Lisa and Jesse Clement – these are private commentary
  - Some things are still in process
  - If need information to share, we can get you a “public” version

#### **May Global Convention –**

- Advocacy dinner is on Friday night (invite required)
- Board members are welcome to come to the CPC meetings on Tuesday
- New name – The ASTA Travel Advisor Conference 2024
- New program
  - Tracks for different interests/experience
    - Classes
  - Re-designed format overall

**Membership Drive with Frosch**

- Mitch was not present, Jeof will follow up with him

**Next Meeting**

- Jeof is traveling on March 20
- River Cruise Expo March 13
- Tentatively on the calendar for March 27

Ended 3:56pm