

# ASTA – Rocky Mountain Chapter

## Board Meeting August 16, 2023 Minutes

Present: Jeof Oyster, Rob Hale, Lisa Hale, Robin Norell, Trish Stanczyk, Sally Sparhawk, Skyler Mason, Jennifer Grey, John McMillen, Sheila Hixon. (Mitch arrived at 3:55pm)

Started 3:03pm, recording

Last month's minutes approved by Sally, seconded by Trish, unanimously accepted.

### National ASTA update (Rob)

- Providence ASTA meeting –
  - Rob asked Peter (lawyer for National) – no we do not need a separate insurance policy, we are all covered under national's policy. Some chapters do have additional insurance levels, but that is not a requirement or need (optional for each chapter).
  - In Providence, Beatrice is a great hotel.
  - Collette Headquarters was the host. Discussed AGC and other conferences to see how these will look in the future. There should be some improvements coming to drive more engagement and attendance.
- River cruise expo – on the post expo cruises, they are waiting on the river cruise companies to firm up their spring schedules. Each company fits the expo and post-cruises into public schedules and itineraries. They are hoping to have something out in September. ASTA recognizes the demand because of the long wait list, so they are looking at how to expand future meetings. They talked about doing a destination expo combined with a river cruise expo.
- Lisa was on a webinar with Riviera River cruises yesterday and someone asked if they were going to be at the expo. They said yes, and they said they thought the post cruises would come out imminently.

### Upcoming Events (Trish)

- Monthly meetings:
  - August – Hyatt virtual event next week, 9 people registered.
    - Sally said the newsletter didn't necessarily indicate that the event was virtual?
  - September – DISC training – 4 signed up. How do we get more?
    - Monthly newsletter went out today. Included interview with Sally discussing DISC.
    - Will also put the video on FB.
    - Newsletter said "food would be provided," but we should put in the schedule as well.
  - October – trade show
  - November – Club Med
  - December – Christmas party
- Jeof said all the details are on the website but didn't make it into the newsletter. He is working on a process for the events and all the places they need to be posted (including the National ASTA calendar).

- There is a change coming in EventBrite pricing – up to 25 tickets still free, up to 100 tickets \$10 per event, up to 250 \$25 per event. Jeof suggested starting to set up future events with 25 tickets, and if we have more, then we can pay the fee.
  - Jeof proposed that we authorize the additional fee when necessary. Sally approved, Trish seconded, unanimously approved.

### **Supplier showcase (Sally)**

- Up to 44 suppliers, with others possible.
  - Rob said Collette said they were interested in attending, so he will follow up with them.
  - Blue Roads Touring – they had signed up as lunch sponsor but may not be able to attend.
  - Every supplier who signs up wants to be on the waitlist to be a presenter. Should we offer the lunch sponsor option (either as an additional sponsor or to replace Blue Roads) to those on the waitlist, as they include a presentation?
- Advisor registrants – 54 so far (better than 2 weeks before the last show).
- Sally made an initial order with Panera for lunch, to ensure availability.
- Sally asked if we want to send out another email to potential suppliers? Sure!
- Heather is back from her vacation, and is back to work on the trade show.
- The only thing hanging is the Supplier Social that we discussed doing the night before (Oct. 3) – location and food. Sally would not recommend the Courtyard – they have a full bar, but mediocre food. Do we know how many are registered to stay?
  - Jeof suggested sending out a message to the registered suppliers, making sure they register for the hotel, and a “save the date” for the night before.
    - Sally said that she put the “save the date” in last month’s email.
  - Sally will have Heather send out an updated email, to include the newly registered suppliers.
  - Trish and Skyler were going to look for locations. We have budgeted a couple hundred dollars for the Social.
    - Sally, Trish, Skyler, and Jeof will have a zoom tomorrow at 1pm to discuss.
    - They will also discuss a location for our Christmas event.
- Sally sent list of to-do items to Robin, who will be out of office Aug. 30 to Sept. 20.
  - Robin will put these things in the Drive folder once it is created.
- Rob has the signs from Trent to put outside the venue.

### **Treasurer’s Report (Jennifer)**

- Now have about \$30K, 25 suppliers have paid for the trade show.
  - Jeof has a couple of checks to deposit as well.
- Working on half year report due end of August.
  - She needs an estimate of time spent from each board member.
- Expenditures – Jeof subscribed us to Google Workspace, and purchased the projector kits.
  - He’ll put those in transportable buckets to hand over to Trish, who offered to store.

### **YPS (Sheila)**

- She has sent out info but not heard back from anyone.
  - Hasn’t heard back from other chapters either.

- o Jeof and Sheila will have a one on one to understand the role better. He'll also reach out to the Chattanooga chapter, and to the National YPS.
- o Kyle Bohman in Central FL is a great resource too.

### **Old Business (Jeof)**

- Jeof purchased the technology we discussed last time, and Jeof will hand the equipment over to Trish.
- Jeof has subscribed to Google Workspace, and has not yet had a chance to dig into it. He will work on it and share with the board.
- For the showcase, put everything in the drive folder to make it easier to share.

### **New Business (Jeof)**

- Business Builder
  - o Ideas and notions of working with businesses that are not necessarily associated with travel.
  - o Jeof and Skyler briefly discussed both discounts/business partners, and presentations.
  - o Maybe a regional version of discounts to members like ASTA offers nationally (Member Advantage program).
    - Could be a possible income generator – advertising cost.
      - Are businesses willing to spend money when they aren't sure of an ROI because this is new. Could charge in the future after we have a "track record."
  - o Skyler asked what is our chapter's current membership? Jeof said approx. 260 members.
  - o Networking
    - John asked about local Chambers of Commerce – in the past, he found that to be a fruitful connection.
      - Sally belongs to Aspen Chamber. She did get some business, but mostly she gets requests for information about the Aspen area that are not income generating.
      - Sally also participates in regular business luncheons.
    - Jeof asked if any of us are members of any networking organizations.
      - Jeof is part of BNI, and Jennifer is trying to get involved.
      - Maybe do a Business Builder session on networking and how-to.
      - Trish going to Women, Wine & Wealth event tonight – found it on Facebook.
      - Jeof said he might think about reaching out to the founder of BNI (Business Networking International) for a future meeting presentation.
      - Lisa – they used to be part of their local chamber, but they did not find it to be effective. She does still occasionally get referrals from someone she met there.
  - o Think about the notion of how to draw connections across industries. There are a lot of good ways we can drive the connection between travel advisors and the rest of the world.
- National ASTA update
  - o ASTA has done the filing to contest AA's NDC.
- Chapter ByLaws
  - o Finally heard from Peter (lawyer at National) with comments on our new By-Laws, and Jeof will send it out to all.

- We are a child entity of national, so some of the accountability at a local level won't fly with national.
  - The largest changes to our proposal have to do with board membership:
    - No way for the chapter to manage its own membership. They can either step down, step down at Jeof's request, or it has to go to the national board.
    - Can't set terms of serving on board.
  - At our next meeting, we can take a vote on these new by-laws (first new bylaws in 23 years).

### **Message from Mitch**

- Mitch – wants to apologize that people found offense in previous comments. He wants to work with the group and thinks we are all doing a great job, and looks forward to helping the chapter grow.
- Jeof agreed – everyone is doing a fantastic job, bringing time, experience, and wisdom, and appreciates every one of us. If people don't agree, we can talk it out, but we are doing good things here.

### **Next meeting –**

- Next meeting Wednesday September 20.

Ended 3:59pm