

TTRA's Board of Directors
Friday, February 19th 4:30 PM – Saturday, February 20th 3:00 PM CDT
Menger Hotel
San Antonio, TX
Agenda

Committee Members: Planning to Attend

<u>Present</u>	<u>Name</u>	<u>Company</u>	<u>Present</u>	<u>Name</u>	<u>Company</u>
X	Sue Beeton	La Trobe University	X	Denise Miller	SMARI
X	Susan Bruinzeel	San Diego CVB	X	Norma Nickerson	University of Montana
X	Rick Cain	TNS	X	Rick Perdue	Virginia Tech
X	AnnDee Johnson	Arizona Office of Tourism	X	Jim Petrick	Texas A&M
X	Chris Kam	Hawaii VCB	X	Joyce Rachelson	Ocucom
X	John Markham	Markham and Associates	X	Scott Russell	Russell Consulting
X	Dee Ann McKinney	Missouri Div of Tourism	X	David Sheatsley	U.S. Travel Association

Committee Members: Unable to Attend

<u>Name</u>	<u>Company</u>	<u>Name</u>	<u>Company</u>
Amir Eylon	Ohio Dept. of Development	Cathy Hsu	Hong Kong Polytechnic University
Sheila Flanagan	Dublin Institute of Technology	Marlise Taylor	N.C. Department of Commerce
Chuck Goeldner	University of Colorado		

Staff:

<u>Present</u>	<u>Name</u>	<u>Company</u>
X	Kyle Koehs	Treeline Associates
X	Kathy Palmer	Treeline Associates

I. Call to Order/Business Meeting: **4:30 PM**

- Welcome – Dee Ann McKinney 4:30 – 4:35
- Approval of October, 2009 Minutes – Dee Ann McKinney 4:35 – 4:40
 - **Motion, Second, Carry (MSC): Approve minutes with grammatical changes**
- Treasurer's Report – John Markham 4:40 – 4:45
 - Report is presented on yellow to remind us that the financial situation is still "cautious"
 - Currently in process of reviewing proposals from CPA firms
 - Selected firm will responsible for biennial audit with a "review" in the off-year
 - **John Markham formally recommends that the Board select Boisvenu as our CPA firm**
- **MSC: RECESS until 8:30 AM**
- Site Visit @ Grand Hyatt 5:00
- Board Dinner – Luciano Ristorante following Site Visit
 - 849 E. Commerce, Space #183 (Rivercenter Mall)
 - 210.223.0500
- Management Company Report – Treeline Associates 8:40 – 8:50
 - Bring report on budget to every meeting
 - "Year in Review" report – every meeting
 - Financial report – give a summary of the quarterly report

II. Old Business:

8:50 AM

- TTRA Chapter Leadership Manual – Norma Nickerson 8:50 – 9:00
 - Update Newsletter release dates
 - “Vague up” the idea of financial support for international conferences that replace Chapter conferences
 - MSC: Approve Chapter Leadership Manual with amendments
- Insurance Sharing – Kyle Koehs
- Membership Drive Update – Kyle Koehs 9:00 – 9:30
 - Brainstorm Membership Ideas – Dee Ann McKinney
 - ACTION ITEM: Contact Academics who do not renew, poll/survey “What can we do to get your renewal?”
 - ACTION ITEM: Contact Academics who DO renew and find out why
 - Explore “Academic Membership” multiple year? Benefit Structure?
 - If Academics are only joining on the year that they attend the conference it implies that they only perceive the reduced Conference rate as a benefit.
 - Corporate Memberships?
 - Expand the idea of a Pro Org membership
 - ACTION ITEM: MEMBERSHIP COMMITTEE: Explore alternate membership types
 - ACTION ITEM: Management Team: Compare TTRA Structure/Benefits with the list of “competitors” generated at the last Board Meeting
 - Many academics subscribe to online journal databases which includes the JTR, means that it’s not a major benefit to academic membership
 - The magazine is “no longer the carrot”
 - Expand Pro Org? (Pro Org with 3 members \$XX; Pro Org with 4 Members \$XX; etc)
 - “Practical Spin” on JTR? Show non-academics that there is value in the magazine
 - Synopsis Journal that runs simultaneously with JTR
 - Publish on website? Cost structure analysis (i.e. should there be a subscription)
 - “Interpretation” Journal
 - Are we selling Academics short? Are they unable to write for Practitioners?
 - Why don’t we attempt a “Synopsis/Interpretation Journal for Proceedings?”
 - Annotated bibliography?
 - One page white sheet with managerial applications, bullet pointed
 - ACTION ITEM: Sue Beeton to lead development/interpretation of this project for Conference Proceedings
 - ACTION ITEM: Membership Counts report with budget numbers instead of % goal
 - ACTION ITEM: Rick Perdue, Jim Petrick, Sue Beeton, Sheila Flanagan to expand idea of “JTR For Dummies”
- TTRA Committee Updates 9:30 – 10:10
 - Chapter Leadership Council Norma Nickerson
 - Chapter Board Elections to be brought to a uniform date of turnover for ease of communication/records

- January 1, 2011 – all chapters should have new Boards installed on this date
 - Elections can be held whenever they want, but TURNOVER date is what is important
 - 2nd Tuesday in Sept, January, April and at International Conference
- Membership Development Advisory Taskforce Joyce Rachelson
 - Committee meeting – updated/developed Member Benefits
 - **ACTION ITEM: Review renewal system for International Members**
- Professional Development Advisory Taskforce Jim Petrick
 - Teleconference – brainstormed ideas for two webinars
 - First presentation: Ian Yeoman; conversation related to economy, end of recession
 - Second Presentation: Rick Perdue; How We Publish in Journals (what editors are looking for)
 - If it is a significantly low cost (\$10?), leave on the website, allow academics to purchase and stream into classroom, etc.
 - **Prelude to Web Event – “What is TTRA,” benefits – professionally done, advertisement, etc.**
 - **Sponsorship information? This information should get out if we are going to offer this opportunity**
 - Follow Up discussion: Message board? Chat Room? Facebook page? What would be the best way to accomplish this?
- PR/Branding Advisory Taskforce AnnDee Johnson
 - Advertising piece based/built on Strength/Weakness discussion from Oct Board Meeting
- Technology Advisory Taskforce Chris Kam
 - Decided to “attack” technology piece by piece
 - Website is the first target: cosmetic/structural changes
 - Member search – issues?
 - Build “Vendor Page” – pay to play, sell pieces/adverts, member only
- TTRA Newsletter Committee David Sheatsley
 - 3 meetings; build content for newsletters
 - Survey was designed by Jerry Henry; results have been collected and are currently being interpreted
 - Survey was too long
- TTRA APacSIG Update – Sue Beeton 10:10 – 10:15
 - Facebook page is continuing development
 - Working to add meaningful content that will lead people to join/update/become members
 - Sue and Cathy have been working the conference scene to “flag” people, particularly industry/practitioners to raise interest and awareness
- TTRA Logo Update – Scott Russell/Kyle Koehs 10:15 – 10:30
 - Presentation of updated Logo
 - Usage Policy
 - Expands to protection of identity
 - Should we work towards updating color palette for newsletters, website, etc?
 - **MSC: Adoption of “new” TTRA Logo**

III. New Business:

10:30 AM

- Update: 2010 Conference – Denise Miller/Kathy Palmer 10:30 – 10:40
 - Registration is open as of Feb 15th
 - Program is mostly complete – still working on final keynote speaker
 - Texas Tourism found an offsite venue for opening reception, Kathy and Denise to visit Post Meeting
 - Many presentations are already in place – some of the panels may be expanded
 - Marketing – a series of e-blasts focusing on topics of interest
 - Papers all up for review: 93 submitted (6 full papers, 18 visual presentations, remainder “traditional” abstracts); 14 countries (75% from US); review is currently in progress
 - Aim is to inform authors by Mid-March
 - 10 slots for presentation, approximately 40 papers will be accepted
 - Sponsorships are moving slowly, but are in progress
 - Two Mailings have gone out – one for registration, one for sponsorship
 - San Antonio CVB has agreed to provide up to \$3000 for reception
 - Sponsorships are dragging a little, but are in a manageable location
- Update: 2011 Conference – Kathy Palmer 10:40 – 10:50
 - Site Visit has been completed
 - Hotel has enough meeting space, but it will be tight
 - Conference Center is a much nicer space, but requires a \$53000 F/B minimum
 - Hotel space requires a \$14000 F/B min, plus a \$4000 room rental fee
- Membership Benefits/“Why Join TTRA?” – Kyle Koehs 10:50 – 10:55
- Management Team Review – Rick Cain 10:55 – 11:00
- Conference Sites
 - Site Selection Scoring Criteria Review – Kathy Palmer 11:00 – 11:15
 - Criteria was developed by Treeline with input from Denise, Dee Ann and Sheila
 - Rick has suggested that we add an additional penalty to destinations that have hosted the TTRA company within the last generation (20 years)
 - It’s important to consider “Big Fish in Small Pond” idea – we would like to go to a big city (or at least a city with a lot of visitor appeal), but large cities won’t consider us to be a very attractive event
 - Goal is to make the point system almost completely objective
 - 2012 Site Selection – Kathy Palmer 11:15 – 11:25
 - **MSC: Treeline to explore Virginia Beach as the potential site for the 2012 Conference**
 - **ACTION ITEM: Treeline to update Site Selection criteria for Offshore events, Present scoring criteria at June meeting.**
- **Working Lunch/Break** 11:30
- Review: Board Meeting Site Policy 11:50 – 12:20
 - Do not plan to put rules in place, what works for this Board may not work for future Boards
 - Important to note: there may not be a MOF, need to pick a site for a fall meeting
 - Keep in mind: this is what is best for the Board, not what is a personal preference

- The conditions for attendance that are currently in place have always been the rules – when you accepted your nomination, you knew what the conditions for attendance would be
- Meetings are Face to Face, rule in place “Can’t miss two meetings in a row (without a valid excuse)” – we are used to not having everyone here at every time
- Is current meeting structure correct? Should we meet three times a year? Is two better?
 - Many Boards meet 5 or 6 times per year
 - Coming from so many industries and backgrounds, face to face meetings allow us to “get to know” each other
- Does the February meeting need to be on the Conference site?
 - When we leave North American continent, it can’t be – it’s too difficult to get Board Members there
 - How important is it that the Conference Chair sees the site prior to the Conference?
 - It can be extremely difficult to lead Conference/plan event without seeing location
 - Strong opinions/Arguments for having February meeting on-site in Conference location
 - If the Board is going to be advertising the future Conference, they need to have a tour of the city prior to the Conference...perhaps we make the October meeting the site visit, allowing for slightly better weather
- Does it make more sense to move the October meeting?
 - If MOF does not occur, this can be in a more major location
- 3 Meetings/Agendas are basically set
- Board seems open to saying “none of these options work – next meeting is LA”
- Still important that location/date for future meeting is discussed at the meeting in place; need to make sure that it is current for Board Members
- 2010-2011 Board Nominations – Rick Cain 12:20 – 12:40
 - Presentation of the Slate
 - 7 Nominees for 4 At-Large Board Members
 - 2 Nominees for CLC Representative
 - MSC: To accept Slate for At-Large and CLC Rep
 - **Includes understanding that Michael Ennamorato may be removed based on availability**
 - Currently 2 Nominees for 2nd VP, but only one will be advanced to the membership
 - **Scott Russell withdraws his nomination**
 - MSC: Rick Perdue is advanced to the slate as nominee for 2nd VP

IV. Other Business

12:40 PM

- Awards Criteria
 - Has been posted – please let your list people know that we have this available; encourage them to participate, join, apply
- TTRA MNE
 - Member in Dubai is interested in building a local chapter for Africa/Middle East Countries
- Follow Up – SWOT Analysis

- When we met in October, we did the first part (Strengths/Weaknesses)
- This information will be used to update PR pieces and build membership marketing materials
- OT will happen at a future date, goal is to drive the Board from a tactical leadership team to a strategic leadership team

V. Next Meeting

- June 19, 2010; San Antonio, Texas
- In conjunction with 2010 TTRA Conference

VI. Adjournment

1:00 PM
