

TTRA's Board of Directors
Sunday, October 25th at 9:00 AM – 3:00 PM CDT
Peabody Hotel, Chicot Room
Little Rock, AR
Agenda

Committee Members:

<u>Present</u>	<u>Name</u>	<u>Company</u>	<u>Present</u>	<u>Name</u>	<u>Company</u>
√	Sue Beeton	La Trobe University	√	DeeAnn McKinney	Missouri Div of Tourism
	Susan Bruinzeel	San Diego CVB	√	Denise Miller	SMARI
√	Rick Cain	TNS Travel and Leisure	√	Norma Nickerson	University of Montana
√	Amir Eylon	Ohio Dept. of Development	√	Rick Perdue	Virginia Tech
√	Sheila Flanagan	Dublin Institute of Technology		Jim Petrick	Texas A&M
√	Chuck Goeldner	University of Colorado		Joyce Rachelson	Ouecom
√	Cathy Hsu	Hong Kong Polytechnic University	√	Scott Russell	Russell Consulting
√	AnnDee Johnson	Arizona Office of Tourism	√	David Sheatsley	U.S. Travel Association
√	Chris Kam	Hawaii VCB	√	Marlise Taylor	N.C. Department of Commerce
√	John Markham	Markham and Associates			

Staff:

<u>Present</u>	<u>Name</u>	<u>Company</u>
√	Kyle Koehs	Treeline Associates
√	Michael Palmer	Treeline Associates

I. Call to Order/Business Meeting: **9:08 AM**

- Welcome – Dee Ann McKinney 9:08 – 9:13

- Approval of June, 2009 Minutes – Dee Ann McKinney 9:13 – 9:13
 - Motion, Second, Carry (MSC) – Approve minutes with corrections

- Treasurer's Report – John Markham 9:13 – 9:19
 - Asset report is based on March 15th because of the information that we received from the auditors
 - Financial statements for TTRA will be submitted every quarter from Management Team

- Management Company Report – Kyle Koehs 9:19 – 9:28
 - Kyle reported on assignments that the Management Team had been working on between the June and February Board meetings. Kyle's presentation included information about the current number of members in TTRA.

- TTRA Committee Assignment Updates 9:28 – 9:43
 - Grid of Committee Volunteers was shared by Dee Ann McKinney
 - Norma Nickerson: are these the committees that we actually need? Specifically, PR Taskforce seems very tied to the budget. Do we need a PR company?
 - Strategic Plan calls for "raising awareness of TTRA," PR company makes sense for this

- Two areas for PR: within the industry to help drive membership; to the “consumer” (users of research) to raise awareness of product.
 - Given our budget, targeting Travel/Trade community with the idea to raise awareness seems most prudent goal; specifically, this will assist with increase in membership.
 - Rick Perdue: until we have better defined our place in the marketplace and our product offering, does it make sense for us to drive towards a PR relationship?
 - Denise Miller: We are great at TALKING about what we want to do, but bad at taking action because we want to talk about it *more*. Contracting with a PR firm will help us to find the direction we need to go.
 - Dee Ann McKinney: PR firm can help us share the message of TTRA – not necessarily PSAs, but writing articles, working towards a message
 - Michael Palmer: the 10K in the budget is only “starter” money – most PR companies will not take this very far.
 - Amir Eylon: important to generate awareness with each of the member segments, and each group needs to be communicated with in a different manner – you cannot talk to a DMO the same way you do to an academic. Having someone help us craft the message can only be helpful.
 - Scott Russell – having said 10K does not go very far, are we expecting this money to grow in the future?
 - Michael Palmer: we would expect that this grows as the membership grows. Of course we want to look at all venues, including in-kind sponsorships, recognition, member benefits, etc.
- TTRA Board Membership Campaign Updates – Dee Ann McKinney 9:43 – 9:57
 - Very helpful as a housekeeping exercise in addition to a membership drive – allowed us to update records when people upgraded to different type of membership, track down name changes in Pro Org, etc.
 - Good as a “Frontal Attack” to drive the membership numbers up
 - Good for Board Members to hear from individuals why they had decided not to rejoin
 - Mostly budget concerns are limiting involvement
 - International Members – renewal form online does not work well with this
 - Should there be a different registration form for Non-US members?
 - Consider the addition of a button that says “HELP ME” so that they can click and generate an email
 - Perhaps when they select what country they are from, the website can remove items that are not valid
 - Some Board members feel that TTRA is perhaps not valuable for members any more
 - This is a *very* strong PR move – think if you were a regular member of this organization getting a phone call from the Board of Directors

II. Old Business:

9:57 AM

- TTRA Logo Task Force – Scott Russell 9:57 – 10:19
 - Logo does not necessarily work in all print media

- The “specimen” is what is a registered trademark – if we amend it, we cannot make any “material” changes
- Recommendation from taskforce: present logo that we believe is “non-material” to an attorney
- MSC: Logo Option “8s” to be adjusted with graphic artist, task force and management team to be adopted as TTRA logo
- TTRA Asia/Pacific Special Interest Group (Remote Chapter) – Sue Beeton/Cathy Hsu 10:19 – 10:30
 - Asia/Pacific members of TTRA are primarily academic – how can we attract other industry members?
 - Formation of special interest group is first step in building a chapter in the region
 - Facebook group has been established with goal of providing information and member value
 - Our goal is to engage as many people as possible, both current TTRA members and prospective members
 - Rick Cain – do not worry about attracting vendors, get the DMOs and Users of Research and the vendors will follow the money trail
 - **ACTION ITEM: When the Facebook group is ready for the public, share with the Board so that they can help attract support.**
- TTRA Member Benefits – Kyle Koehs 10:30 – 10:37
 - Membership Directory – print does seem invalid, but perhaps going to PDF partially to defer costs
 - Working towards member gateway/tiered log-in on TTRA website, allow different classes of membership to see different tools.
 - Membership brochure – last produced in 2003. Money in 2010 proposed budget will allow for this to be revamped/produced.
 - Business card style member information works well with some groups – should be explored as a possibility
- TTRA Chapter Leadership Handbook 10:37 – 10:45
 - Minor typographical issues
 - References to “National” should be “International”
 - Chapters with Exec. Director often do the jobs listed as “Presidential” in the handbook – add a section as appropriate to explain this.
 - Board Members – Confirm Membership status
 - Consider adding information about which member is responsible for Conference
 - Consider adding information of Board Insurance
 - Can Chapters tack on to TTRA International Insurance?
 - **ACTION ITEM: Explore insurance sharing**
 - Adjust for inconsistencies – Special Committees vs. Taskforce, Mail vs. Email, etc.
- Follow-Up: 2009 TTRA Conference
 - Final Conference Counts – Dee Ann McKinney/Kyle Koehs 10:45 – 10:50
 - Conference made appx. \$52,000
 - Attendee Survey Results – Denise Miller 10:50 – 10:55

- Update: 2010 Conference – Denise Miller/Kyle Koehs 11:09 – 11:32
 - June 20-22 in San Antonio, TX
 - Chairs have already been appointed, Call for Papers has been shared
 - We will be focusing as much as possible on an increase in Networking
 - Ideas for Keynote speakers should be forwarded to Louri O’Leary
 - Content is more important than the speaker
 - Awards: Rick Perdue
 - Review Process is currently April 1 – March 31, means decision is not reached until mid-May
 - Moving it back perhaps a month would assist with ensuring recipients can make it to the Conference
 - Decision is up to Awards Committee
 - A number of the awards have monetary prizes, is this the best decision?
 - Would like to see changed more to awarding travel funds/conference registrations
 - Should award winners be automatically allowed to present?
 - Perhaps we should have a separate awards track in the weakest time slot, draw attendance
 - **ACTION ITEM:** Rick Perdue to update Slattery Marketing Award criteria so that it is more in line with “practitioner” award guidelines
 - Distinguished Researcher Award – should this be practitioner only?
 - This needs to be included on the Awards Program
 - This award should go to someone who has advanced the industry, vs. Lifetime Achievement which is specifically TTRA-centric
- Conference Sites
 - Conference Site Rotation Policy – Kyle Koehs 11:32 – 11:45
 - Proposal adapted to more clearly define regional guidelines
 - MSC: Back-Up plan “B” selected, as wholly competitive bid may alienate those regions that are not selected
 - 2011 Site Selection – Kyle Koehs/ Denise Miller 11:45 – 12:10
 - After seeing Treeline’s site-selection process, the Board decided to try to work without a traditional site-selection committee
 - The RFP for the 2011 Conference was developed by Treeline in conjunction with the Conference Committee and the Canadian Chapter of TTRA.
 - The Canadian Chapter sent out the RFP initially; this resulted in two responses
 - Treeline sent the RFP back out to solicit additional responses.
 - The Executive Committee and Treeline have worked to reduce the number of options to the two best; the choices have been brought to the full Board for a secret ballot vote.
 - Management Team to notify Donna Larsen of Board decision, work with Canadian chapter to promote 2011 destination.

LUNCH BREAK

12:10 PM – 12:24 PM

- Contemporary Trends Book Publication – Sue Beeton 12:24 – 12:35
 - Should TTRA choose to participate in this? They want to select papers from our Conference for publication in their publication

- Discussion at the Academic Roundtable seemed to indicate that it was positive, as it allowed TTRA members another venue for publication while still leaving the author with the right of refusal
 - This is also a PR move, as it would put the TTRA logo on the front of this publication and share information about our conference
 - The publication Board also requires that a TTRA Board Member serve on the selection committee for the papers, currently Sue Beeton has been nominated
 - Publication company is new, product is new – goal is to sell books
 - Do we have the option to refuse posting a paper if we do not believe quality research is currently available from a TTRA member?
 - MSC: Board to accept proposal of Contemporary Trends Publication partnership with TTRA
- 2012 Conference Location – suggestions 12:39– 12:54
 - Including an open bid seems reasonable, but if we end up with more B list cities will we be hurting the greater attendance?
 - Areas to explore: Nashville, TN; Atlanta, GA; Savannah, GA; Hilton Head, SC; Asheville, NC; Charleston, TN; Tampa/St. Petersburg, FL; Memphis, TN; Williamsburg, VA; Jacksonville, FL; Wilmington, NC; Baltimore, MD
 - Additional area's that may be too difficult, either for accessibility or perception that it is a “fun” location: Orlando, FL; Miami FL; Gulf Shores, AL; the Greenbrier, WV
 - Use the network/relationships of the State Tourism offices and SETTRA to attempt to solicit bids from CVBs.
- SETTRA acquisition of Maryland – Kyle Koehs 12:54 – 12:59
 - MSC: Board of Directors to approve Maryland joining SETTRA
- 2010-2011 Board Nominations – Rick Cain 12:59 – 1:10
 - Of particular interest are the offices of 2nd VP and CLC Rep
 - 2nd VP should have served on the Board before
 - Nominations committee will solicit nominations from Chapter Presidents and general membership
 - Why is there only one candidate presented for 2nd VP? Does it not look cliquish?
 - Options with nominations include a “slate,” with no options other than a write-in or an “open contest.”
 - Slate may look cliquish, but not having enough people to run in an open election can result in there being only one “loser” – a major moral problem that can drive a dedicated person away from service to TTRA.
- 2009 Treeline Performance Review – Rick Cain 1:10 – 1:14
 - One of the duties of Chair is to lead the Management Team Review
 - Process was not completed last year as Morgan's had already designed
 - A previously developed questionnaire has been altered by Rick Cain to meet the current management situation.

- Questions will be released to Board and Chapter Presidents, though Board Member vote is weighted higher due to increased interaction with Management Team.
 - Generally, Goals are established at the beginning of the year and Year-End evaluation is based on acquisition of those goals.
- Sponsorship Plan – Non-Conference Sponsorships – Michael Palmer 1:14 – 1:38
 - Charged to Treeline to develop a non-conference revenue plan
 - Three items shared by Treeline: Website Banners, Prof. Development, E-Newsletter
 - Create a “sponsorship menu” and give it to our Key Vendors, with various tiers of recognition
 - Dee Ann – shirts/merchandise: Revenue ideas, not necessarily “sponsorship”
 - Sponsor Board of Directors meeting? Lunch/Dinner before, opportunity to speak at meeting
 - MSC: Plan accepted with amendments, including if pricing is to be adjusted it must be approved by COO and President.
 - Conference – think “outside the box;” get Waste Management to sponsor trash cans, etc – look for targets that cross industry lines

IV. 2010 Proposed Budget Discussion 1:40 PM – 3:02 PM

- Would it be easier to review a budget broken into 3rds so that the Board can address Budget concerns at each meeting?
 - Two huge sources of Revenue are Membership and Conference – this does not neatly break into 3rds.
 - **ACTION ITEM:** Management Team to present update on Membership Drive at February board meeting
- **60016** on Budget is mislabeled (this line is correctly labeled on the Assumptions)
- **Firewall issues** with election, nominations, newsletter, email blasts, etc. need to be addressed – Management Team to make sure that every possible effort is made in contacting all members with this information.
- **Conference Speaker Fees** – review in the future
- **ACTION ITEM: Add to Conference registration form:** Do you want a copy of the Conference Proceedings?
 - Should allow us to lower production costs on proceedings CDs and create data to allow for better budgeting.
- In order to make the budget easier to read in the future, the Management Team should consider listing revenues and expenses for Conference and Strategic Issues side-by-side
- **67002:** Add that “*PR company not be engaged before March 1*” (allowing us to have an idea of incoming revenues)
- MSC: Approve Budget as proposed, with amendments

V. Next Meeting

- February 20, 2010; San Antonio, Texas
- Management team to determine if items should appear on Friday, February 19th
- This meeting is held in conjunction with a site visit of the Grand Hyatt, site of the 2010 TTRA Conference

VI. Adjournment 3:04 PM