

TTRA's Executive Board
Friday, June 19th at 3:00 pm HST
Held in Honolulu, HI
Minutes

Committee Members:

<u>Present</u>	<u>Name</u>	<u>Company</u>	<u>Present</u>	<u>Name</u>	<u>Company</u>
√	Rick Cain	TNS Travel and Leisure	√	Denise Miller	SMARI
√	John Markham	Markham and Associates	√	Brian Ruf	Ruf Strategic Solutions
√	DeeAnn McKinney	Missouri Div of Tourism	√	Chuck Goeldner	University of Colorado
√	Kevin Bagger	Las Vegas CVA		Tim Tyrrell	Arizona State University
√	Susan Bruinzeel	San Diego CVB		AnnDee Johnson	Arizona Office of Tourism
√	Sue Beeton	La Trobe University		Rick Perdue	Virginia Tech
√	Norma Nickerson	Missouri Div of Tourism		Joyce Rachelson	Ocucom
√	Sheila Flanagan	Dublin Institute of Technology		Scott Russell	McCarran Intl Airport

Guest:

<u>Present</u>	<u>Name</u>	<u>Company</u>		<u>Name</u>	<u>Company</u>
√	Chris Kam	Hawaii VCB	√	Scott Meis	

Staff:

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

I. Call to Order:

- 8:34 PM

II. General Business/Reports

- Recognition of Departing Board Members.
- **MSC: Accept February, 2009 Minutes with amendments re: Tim Tyrrell School**
- Treasurer's Report
 - Written report submitted by J. Markham
- Chapter Update
 - M. Palmer gives brief introduction to Management Team chapter involvement
 - M. Palmer gives brief remarks on his attendance at the European Chapter Conference
 - K. Koehs gives brief remarks on his attendance at SETTRA and GWTTRA Chapter Conferences
 - N. Nickerson gives update on Chapter President's meeting
 - Focus on introduction to Treeline, discussion of where chapters "fit-in" with International TTRA
 - Meet again on Monday morning, follow-up conference call in July
 - Brief Discussion o
 - **Action Item: Draft of Handbook for Chapter Presidents by October Meeting, completed by J. Rachelson and N. Nickerson.**

- Chapter Accountability Reports
 - Needed for Not-for-profit status; use as leverage against Chapter Rebates
- 2009 Conference Update
 - Review of BOD Schedule, packet contents, program/presentations, award presentations and host committee updates.
 - Overview of Conference Budget by M. Palmer
- Past President's Meeting Update
 - Discussion primarily on Strategic Plan, expansion of membership and introduction to Treeline Associates
 - Discussion on which section of travel industry TTRA should look towards for recruitment reasons
- Management Company Report
 - Membership Update – membership report
 - “TTRA” Listserv
 - Discussion of name (not “TTRA” Listserv), involvement of DMO's/Research Community outside of the US
 - Insurance Policies
 - MSC: Purchase Board Liability Insurance contingent upon Treeline Associates naming TTRA as beneficiary and TTRA naming Treeline Associates as beneficiary.
 - Update: Treeline Priorities
 - Current/Past
 - Conference
 - Website
 - Improving Chapter Relations
 - Future
 - Sponsorships
 - Chapter Handbook
 - Communication
 - Marketing Plan
 - Operationalize Strategic Plan
 - Revamp/Reorganize the Conference

III. Old Business

- TTRA Strategic Plan
 - Agreed to “in principal” at February Board Meeting
 - Board Members tasked with reviewing plan based on criticisms/thoughts/insights of key members
 - ~~Increase membership “internationally, domestically and across segments.”~~
 - As an international organization, we have no domestic or international segment to target
 - Most discussion points were tactical rather than strategic
 - Strategic plan is designed to be a guideline rather than to be a mandate
 - Use of terms “practitioner” vs “user” for clarification of member base
 - Addition of “users of research” as a targeted segment in **1.1 Background**

- Increases sections of membership from 3 to 4.
 - Update of “**The Vision**” to reflect this
 - Management Team to update document accordingly with new language
- Shifting of dates of focus from 2009 – 2013 to 2010 – 2014.
- Discussion of bifurcation of Academic and Researchers – do we update the mission statement to remove this perceived split?
 - Interest, research, rewards and values are all different between these two segments
 - The “split” in our description provides a sense of “branding,” automatically indicates that these two groups come together in TTRA
 - It is a sense of language – understanding the different segments is one thing, but what can we do to make them feel more inclusive.
- MSC: Accept revisions of strategic plan as stated above.
- Advisory Board for Strategic Plan Tactics – made up of Board Members to assist Treeline
- Website Update
 - K. Koehs briefly discusses changes/updates to TTRA website
- TTRA Incorporation in Michigan
 - MSC: Board of Directors adopts agreement of merger between Idaho and Michigan incorporations of TTRA
 - **Agreement to be taken to Membership Meeting for final approval**
- 2011 Conference Site Selection Update
 - 2011 Site Recommendation by October Board Meeting, 2012 Site Recommendation by February Board Meeting
 - Action Item: Solicit recommendations from Board at or before October Board Meeting for 2012 Conference Site
 - Conference Site Rotation expires after 2013 Conference; will be updated
- Brainstorming – Virtual Chapter
 - Initial discussions focused on Asian/Pacific Area
 - Also need to discuss the “void” of the NE USA
 - Only available to people who are outside geographic regions covered by other chapters?
 - Fully functional re: Board Members, meetings, electronic communications?
 - Final Goal – Virtual Chapter should eventually become a “regular” chapter
 - Use the virtual chapter as a developmental step
 - Student Virtual Chapters?
 - What are the benefits of being in a chapter (or in TTRA)?
 - Added benefits for involvement in chapters?
 - Other areas to consider – South Africa?
 - What are the benefits of belonging to a chapter?

IV. New Business

- Selling/Sharing Member Data
 - Intellectual Property?
 - Should members get this for free? Should all classes of membership get this for free?

- “Tactical” cost – is \$500 for a non-member the correct amount?
 - What will encourage these non-members to join?
- Board would like to set a policy to sell data to non-members
 - Additional policy to sell information to membership?
 - Not all classes of membership should pay the same amount, but all should pay “administration” fee to cover staff time.
- **Action Item:** Draft a policy regarding sharing member data for both members and non members, including both exhibitors and conference attendees.
- **MSC:** Allow single member look-up capability for all members on website.
- Sponsorship/Sales Procedures
 - Sponsorships need to cover the cost of the item/event sponsored, plus commission and surplus to TTRA
 - M. Palmer introduces idea of “necessary” vs. “unnecessary” sponsorships
 - Discussion of member vs. nonmember sponsors
 - Is there a specific goal in mind re: sponsorships
 - Part of the Strategic Plan is increasing funding options.
 - Treeline’s sponsorship procedure does meet the drive to increase funds
 - Partial Goal: emphasis “higher margin” sponsorships, discussion of “in-kind” sponsorships
 - Because of organizational issue with a previous event, Canadian Governmental agencies no longer participate in “sponsorships,” but do participate in “partnerships.”
- Host Chapter Revenue Loss
 - No policy in place, but there is a historical precedent, particularly with the Canadian chapter
 - Most chapters use their own conference to budget for following year, lose this budget if they cancel their show for International Conference
 - Should we create a revenue sharing plan for these chapters?
 - Revenue sharing can be used to help recruit local members to attend show
 - Is it conditional on the host chapter cancelling their conference?
 - Is it conditional on the host chapter providing a liaison for assisting in the preparation of the show?
 - A set of two-way expectations seems very reasonable, especially if tailored to the individual situation.
 - Is this really two policies? (Chapter Recovery AND Chapter Participation/Incentives)
 - **Two different policies – Incentive Policy Tabled until October Meeting**
 - **MSC:** Treeline is empowered to create/implement a Chapter Revenue Loss/Recovery Policy
 - **Action Item:** Treeline to propose draft plan for policy at October Board Meeting
- Payments in Non-US Currency
 - Set rates twice each year
 - Part of the issue here is appearance – if we are an international organization, we need to accept international currencies
 - **MSC:** Management Team, in consultation with the Treasurer, will set international membership rates at least twice annually. Funds to be accepted in major currencies of regions in which TTRA has chapters.
- Bylaw Discussion
 - **MSC:** Adopt changes to Bylaws (minor updates/grammatical changes)
 - **Action Item:** Board members to review Bylaws for any substantial changes prior to October meeting

- Nominations Committee
 - Must include Chairman of the Board and CLC Chair
 - MSC: Committee Appointment: Rick Cain, Chairman; Norma Nickerson, CLC Chair; Sheila Flanagan; Marlise Taylor
- Discussion: TTRA Logo/Branding
 - MSC: Up to \$400 of graphic artist time devoted to “operationalize” the logo – colors, etc.
 - Task Force for logo redesign – Kyle Koehs, Rick Cain, Scott Russell, Susan Bruinzeel, Cathy Hsu
 - Revisit: policy for logo use
- Budget Suggestions
 - Management team will bring proposed 2010 budget to October BOD meeting
 - Budget will be built off of current budget with direction from the Strategic Plan
 - We are looking for input for additional items to be considered for the Budget
 - Management Team or Executive Committee Attendance at Chapter Meetings
 - Costs of implementation of Virtual Chapter
 - Costs of creating virtual subsidiaries of existing chapters
 - Retail sales/online store

V. Other Business

- Council of Accreditation
 - Does this benefit our members and does this advance our mission?
 - If it benefits members, should we move forward?
 - Costs of TTRA’s participation has not been estimated
 - Advance TTRA’s mission re: “preparation of students”
 - Council of Accreditation is accredited by the Council of Higher Education
 - \$500 annual fee goes towards TTRA member participation in Council Meetings for discussion of accreditation
 - Accreditation program only for Bachelor programs, not for graduate studies
 - Canada Chapter has a Tourism Occupational Research Standard similar to the program proposed
 - This program is not just for tourism research, it would allow TTRA to help set the learning guidelines for studies in tourism/travel.
 - Is this similar to the World Tourism Organizations accreditation program?
 - Will this make TTRA look more prestigious in the eyes of the academic community?
 - What is the down-side of TTRA’s involvement? What about the financial hit?
 - TTRA would be involved in any on-site visits for universities seeking accreditation
 - MSC: Decline to Participate in the Council of Accreditation program

VI. Next Board Meeting

- Sunday, October 25th in conjunction with Marketing Outlook Forum, approximately 8:30 AM
- Executive Committee Meeting to be held evening prior

VII. Adjournment

- 3:00 PM