

GWTTRA Board Meeting Minutes
March 18, 2009
San Diego, California

Members Present: Kathy Andereck, Norma Nickerson, Dave Williams, Chris Cordova, Dogan Gursoy, John Hope-Johnstone, Vinod Sasidharan

Dave Williams Convened the meeting at 4:00pm.

Introductions

Attendees introduced themselves. Two guests were present. Kyle Koehs (TTRA Mgt.), Sue Schaffer (Hostelling International- San Diego)

Approval of Minutes

The minutes from the last meeting were reviewed and a motion was made by Norma Nickerson to approve the minutes. Dave Williams seconded the motion and it was approved.

Morgan “thank you” flowers.

The board discussed reimbursing John Hope-Johnstone for purchasing “thank you” flowers on behalf of the chapter for the Morgan’s for their years of service to the organization. John graciously declined payment for reimbursement. The board agreed to reimburse John.

Norma Nickerson and Kyle Koehs – New Management Team for TTRA

Norma Nickerson introduced Kyle Koehs (Treeline Management) as the chapter representative for the new TTRA management group.

Norma Nickerson reviewed the selection process for the new management team

- The TTRA board met with the new team right after the selection process, held in Detroit (February)
- There were 22 applications for the new management team.
- Norma gave kudos to Rick Cain and the exec committee for the selection process.
- Treeline management was selected because of their size, experience and commitment to personal service.
- In the near term, Treeline will focus on three areas; 1) The transition from the Morgans 2) The website and 3) the Hawaii conference
- Kyle will provide day-to-day management. Treeline will provide a strategic planner for the organization as well as a dedicated conference planner and accountant. Through this experience and staff they can negotiate more favorable terms for the organization.
- The Morgans owned the TTRA website url and TTRA now owns it. Kyle is the administrator of the website. The new web site is scheduled to be up in mid-April.

Kevin Bagger, Brian Ruff and DeAnn McKinney will be the team to oversee the website development.

Chapter Issues

The group discussed Chapter management issues.

- GWTTRA represents 10% of total TTRA membership. (75 members). The issue of how GWTTRA and the International board can work together better. Board members should make an effort to attend all meetings.
- John Hope-Johnstone discussed the issue of attendance and suggested virtual meetings. Travel for members is getting difficult as travel budgets are cut. As an example, Tim Tyrell was unable to attend because of university budget cuts.
- It was suggested to revamp the budget to provide an international board fund. Kyle said Treeline is working on working on that idea.
- The International board in the 2009 strategic plan committed to strengthen the chapter to widen base. Chapters should provide input to the international board and say what works and what doesn't work and provide new ideas. As an example, it was suggested that we have at least 2-3 meetings electronically. With budget and schedule it is difficult to make the meetings.
- Norma suggests that each chapter elects its International Board representation. The board members are not always active in the Chapter meetings and this should be a prerequisite for being on the International board.

Kathleen Andereck made a motion “to go back to the International Board to discuss ideas for better representation (presidents part of it, chapters elect on representations and some at large and also to recommend the investigation of new technology to alleviate the drain of traveling with an amendment from Dave Williams to“ acknowledge that we appreciate the International board efforts”.

John Hope-Johnstone seconded the motion (with amendment). The motion passed unanimously.

Hawaii Chapter Meeting Kathy Andereck will preside over the meeting in Hawaii as Dave Williams will be unable to attend.

Elect new secretary and members to the board

- Kathy Andereck said that a few new people would be willing to serve on the board, but there were new board members that were not notified of being elected. .We need to make a better effort to tell new board members when they are elected to the board.
- Norma Nickerson nominated Chris Cordova as Secretary for the organization. Goran seconded and the motion passed.
- Dean and Bobby will stay on the board and Linda Rawlston and Guiann Malpupi will get on the board. Kathy wants to bring up a few people on the board that are not on the meeting.

- The issue of state representation was discussed. We need to keep Dogan and Bobby from Idaho and we need additional representation from Nevada and Oregon. Norma suggests that Kathy goes over the list and looks for representation from the list.
- John suggested Dean Runyan. Kathy will review the list. Dave suggested that we look at the mix of academics and private sector as we have 7 academics on the board.

- For the next meeting Dogan suggested using a phone for teleconferencing members that could not attend in person.
- The issue of bylaw attendance policy was discussed. Kyle suggested we present bylaw amendments in advance to membership to allow electronic attendance.
- It was suggested to provide a draft amendment to the ballot – regular board member have three year terms and add board policies and procedures for the board members. Dave Williams suggested that we check current bylaws and implement policy. John Hope-Johnstone will write a policy statement for presentation to the board and for presentation to the membership.

Review Financials

- Dave Williams passed out financial reports to the board for review. Gina said the tax returns were filed and the chapter is in good financial shape. There was discussion regarding the TTRA audit and accountability. Bank statements will now go to Gina. The board thanked Gina for the efforts as Treasurer. John motioned to approve financials and Chris seconded. The motion passed.

Theme and location GWTTRA Seminar in 2010

- The board thanked Vinod Sasidharan for setting up the San Diego seminar. Registration was 11 and we expect an attendance of 15-20.
- The board discussed the next conference and it was suggested that we go north and south every other year. Norma Nickerson suggested Yellowstone for the next seminar as GWTTRA was originally based around activities and Yellowstone would be ideal. John Hope-Johnstone made a motion that next year's conference be in Montana and the theme is adventure tourism. New Mexico will follow the following year. The motion was approved.
- It was agreed that the seminar will be on a Friday and Saturday and the board meeting will be on Saturday. Norma Nickerson to coordinate

Other Business

John Hope-Johnstone made a proposal to the board to provide be the Chapter Executive. John is retiring and would like to stay involved in the organization. The main points are:

- There are certain areas that can be done better by a paid executive under board oversight. Some of these areas are
 - Website Management a virtual office on the website is important.

- Bookkeeping overseen by treasurer
- Membership growth and contact
- List-serve management
- The annual conference (obtaining sponsorship and promotion of the event)
- Creating fundraiser (perhaps online auction)
- Development of the newsletter and care of community and minutes

The issue of compensation based on results and the ability to raise additional funds was discussed.

There was a general discussion on the executive director position and it was noted that an executive can drive membership and revenue. There are two other chapters that have execs. The South East chapter (125 members) and Cen States (85 members). Kathy Andereck suggested that we could talk about what we need and look for in an executive and provide a shopping list to see what else we need. She will provide a list of things to the board for discussion.

John Hope-Johnstone agreed to provide additional notes to the board on the subject and offered to do it for a year under some form of contract.

Dave Williams discussed the need to get more State or CVB members.

Norma Nickerson made a motion to adjourn. Gonad seconded.

The meeting was adjourned at 5:30pm

**Meeting recorded and submitted by
Chris Cordova**

**GWTTRA Board Meeting Minutes
October 19, 2009
Phone Conference**

Members Present: Kathleen Andereck, Norma Nickerson, Dave Williams, Chris Cordova, Dogan Gursoy, John Hope-Johnstone, Vinod Sasidharan, Deepak Chhabra, Gina Zozaya

Dave Williams Convened the meeting at 4:00pm.

The board discussed the upcoming symposium in Chico Hot Springs, There was a general discussion on changing board meeting date during the symposium. Dave Williams opts for doing the board meeting on Friday. Chris suggested a breakfast.

Vinod suggested that we continually send out reminders for the symposium. Send out mid November, January and over and over to guarantee a good attendance for the Symposium. John asked if students would get academic credit for attending.

The theme of the symposium is adventure travel. The board will look for speakers from the adventure tourism field .

The board was then presented with a proposal from John Hope-Johnstone to become the executive director of the GWTTTRA. John reviewed the basics of the proposal including; "Cool E-mail" an opt-in program and it can be used for social marketing etc. Mr. Hope-Johnstone proposed compensation for \$1,000 a month, and suggested a six month trial, A six thousand dollar investment. This includes taking care of financials.

The board agreed that an executive director would really increase membership, improve attendance at events and improve professionalism. One of the proposed items was an auction to assist in paying for the contract. Items can be donated or get a deal at 60% of the full price. John suggested that is reasonable to raise \$8,000.

The board had several questions regarding cost and number of hours. The board agreed to review the proposals and put together some questions for John in order to consider the proposal.

Mr. Hope-Johnstone went of the line and the board discussed the initiative. Dave's concern is "can we make it sustainable."

Dave is to call John for further clarification on how he can raise the money to pay for the contract.

The board scheduled a November meeting with one agenda item to discuss the proposal after board review and clarification. The board also asked Kohn to ask for a short term and long-term plan.

Chris made motion to adjourn Gina Seconded. The meeting ended at 5:30pm MDT