

## GWTTTRA Board Meeting Minutes

**March 6, 2008**

**Boise, Idaho**

President Kathleen Andereck called the meeting to order at 4:15 pm.

Members Present: Claudia Jurowski, Gina Zozaya, John Hope-Johnstone, Wendy Kheel, Dave Williams, Vinod Sasidharan, Dogan Gursoy, Bobbie Patterson, and Rick Cain.

The minutes from the last board meeting in Las Vegas were reviewed. A motion was made for the minutes to be approved. The motion was seconded and approved.

Gina Zozaya distributed the most recent Balance Sheet and gave the Treasurer's Report. Gina reported that the previous year's conference had incurred a loss of \$500, which was normal. Kathy Andereck mentioned that the \$500 loss would be offset by the TTRA rebate. Gina also reported that GWTRA gained a profit of \$400 from tax returns; approximately half of the profit was attributed to interest generated from the tax return. A motion was made for the financial report to be accepted. The motion was seconded and approved.

John Hope-Johnstone presented the changes/modifications to the GWTTTRA website which would soon take effect. It is planned that the modified webpages would showcase a variety of organizations associated with GWTTTRA (at present Menlo Consulting is the only organization which is showcased on the GWTRA website). Rick Cain inquired whether GWTTTRA had an official logo and suggested that the existing logo on the GWTTTRA website needed to be changed. Rick Cain also suggested that GWTTTRA could contract out "logo development" to a company, and recommended a marketing company in Boise, which is currently responsible for creating new marketing materials for the upcoming International TTRA. Bobbie Patterson indicated that she could contact the Boise company when she receives additional company information from Patti Morgan's office.

Claudia Jurowski presented the Slate of Candidates to be put on the ballot for GWTTTRA Officer Nominations: Dave Williams for President, Vinod Sasidharan for Vice President. Claudia Jurowski also indicated that besides Officer spots, 4 Board seats were also currently available. Kathy Andereck mentioned that GWTTTRA Officers are automatically appointed to two-year terms and other Board members serve 3-year terms. The official terms of the following officers would expire in 2010: Gina Zozaya, Dave Williams, Vinod Sasidharan, Kathy Andereck, and Connie Cornelius. Gina Zozaya was reappointed as GWTTTRA Treasurer.

Dave Williams reported on the 'site-selection' process, in regard to Boise, Idaho. Dave Williams stated that Bobbie Patterson and her staff at Boise CVB were extremely helpful, as opposed to the lack of logistical support from the Seattle CVB for last year's meeting in Seattle. Dave Williams also commented that the Seattle Conference logistics fell into place mainly due to support and facilitation by John Hope-Johnstone. Dave Williams mentioned that the number of conference attendees had decreased to half this year. Dave Williams suggested that since the sites selected during the past three years were mainly cold-weather sites, San Diego, California seemed like a good site for next year's conference. All board members agreed that sites in the Southern California/Mexico region should be considered for next year's conference. 'Voluntourism' was suggested as an attractive theme for the 2009 conference.

Rick Cain provided details pertaining to the upcoming international TTRA conference in Philadelphia, June 15-17, 2008. Rick Cain mentioned that the program had been set and that the conference is scheduled to begin at 4:00 PM on Sunday, followed by a visit to the Reading Terminal during the evening. Rick Cain informed the Board members that all meeting rooms were located on one floor. Monday night would be a 'free night' when attendees were free to choose their activities. Tuesday night would have a "Hawaiian" theme. Dudley Jackson is the Program Chair for the conference and Kathleen Andereck serves as the Academic Chair. The theme of the conference is "Freedom to Travel (open skies)." Rick Cain stated that

the Conference Program would be available on the TTRA website within the next two weeks. The 2009 International TTRA conference will be held in Honolulu, at the Hawaiian Village, 6-7 blocks from Waikiki. Rick requested that all questions regarding the upcoming International TTRA conferences be directed to him.

Kathy Andereck stated that the GWTTTRA goals for 2007, developed at the Mesquite retreat have been achieved, including website development. Kathy Andereck indicated that while the Professional Development seminar in Seattle was successful, the same was not true for the seminar in Boise. Rick Cain suggested that GWTTTRA develop a registration system which allowed 'pay by check.' Rick Cain recommended the addition of a PDF or "hard invoice" which could be submitted with a check. Kathy Andereck mentioned that Gina Zozaya could be contacted for all invoices and that the President or Vice President usually looked through the invoices before being processed by Gina Zozaya.

Rick Cain indicated that the 2009 GWTRA conference in San Diego is likely to have good turnout, especially if the Baja California region is included as part of the itinerary. Kathy Andereck stated that in the past, GWTTTRA conferences have been moved around to states where GWTTTRA had not met before. Kathy Andereck went on to state that, in the future, this should be less of a consideration, and more emphasis should be placed on identifying areas where people can attend and meet. Kathy Andereck indicated that population base and local accessibility were important factors to consider and that Southern California might be a good area to focus for 2009 since the region has a substantial population base and is easy to access from several locations. Bobbie Patterson inquired whether 'location' or 'program' determined conference attendance figures. John Hope-Johnstone responded by stating that several conferences were currently focusing on "green" themes, which might explain low attendance at Boise. Dave Williams mentioned that people present at the Board Meeting were already committed to attending the conference and that an important aspect to consider is getting people to come a couple of times in a row.

Bobbie Patterson inquired what TTRA does to boost membership. Rick Cain responded by stating that GWTTTRA members and Board Members were the main recruiters. Rick Cain went on to suggest that future programs should consider including 'professor-student' presentations. Rick Cain recommended that the 'professor-student' presentations could be critiqued by practitioners and academics in regard to appropriateness/relevance of research. Claudia Jurowski suggested that GWTTTRA could include a session for Ph.D. students and professors to present ideas, "work in progress" as well as "finished products" and obtain feedback.

Kathy Andereck mentioned that one of the goals of GWTTTRA is to target individuals for membership diversity, while continuing current efforts. Kathy Andereck stated that one of the strategies to boost membership could be the availability of a 1-day registration option for professionals. Vinod Sasidharan inquired whether CEUs and certifications could be offered to professionals as an incentive to attend. Rick Cain indicated that International TTRA was considering this for the Philadelphia conference. Kathy Andereck agreed that GWTTTRA could look into this as well for future conferences.

There being no further business, President Kathleen Andereck adjourned the meeting.

Meeting recorded and submitted by:

Vinod Sasidharan

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