



Draft Minutes of the Executive Committee Meeting held on Wednesday, February 17th, 2010, 10:00 hrs. at World Travel Service Ltd.

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Danny McCafferty	Chairman, Membership Committee
Mr. Danai Wansom	Chairman, Industry Relations Committee
Mr. Blair Speers	Chairman, IT Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Luzi A. Matzig	Committee Member
Mr. Bob James	Committee Member
M.L. Hathaijanok Kritakara	Committee Member
Mr. Jamlong Ratanapan	Committee Member
Mr. Duncan Jamieson	Committee Member
Ms. Ben Montgomery	Director, PATA Chapters, PATA HQ
Mrs. Joan Sarasin	Secretariat

Absent:

Mr. Pichai Chunganuwad	Committee Member
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert Van Walbeek, Proposed Chairman, opened the meeting at 1000 hrs.

1. Election of the Executive Committee

The following members were proposed for –

Chairman	- Bert Van Walbeek
Vice-Chairman & Hon. Treasurer	- Kusa Panyarachun

The meeting approved the position of Secretary will no longer be necessary for the Executive Committee.

2. Chairman's Vision and Objectives

It is his vision that everyone on the ExCom will work together as a team among ourselves as well as with our members and to be responsible for their own Committee. The Secretariat is available at all times to assist the Executive Committee to carry out their responsibilities.

We will have to look at our expenses, to plan on increasing our income and to prepare a budget for 2010. A procedure will be introduced for the review and approval of expenses in order to meet our Budget.

Since PATA is a volunteer association we will have to ensure that services are volunteered by members of the ExCom or the members.

3. Election by the Executive Committee for the following offices –

Marketing Inbound Tourism Committee	- James Reed, Chairman - Bob James, Committee Member
Marketing Outbound Tourism Committee	- Pending
Membership Committee	- Danny McCafferty, Chairman - Duncan Jamieson, Committee Member
P.R. Committee	- Ken Scott, Chairman
Industry Relations Committee	- Danai Wansom, Chairman - M.L. Hathaijanok Kritakara, Committee Member
Education Committee	- Bert Van Walbeek, Chairman
IT Committee	- Blair Speers, Chairman

Jamlong Ratanapan offered to help the Membership and Education Committees. He also offered to help out whenever the Thailand Chapter works with other PATA Chapters.

The meeting approved that the Green Projects Committee will be cancelled.

The meeting approved that an invitation be issued to Khun Phornsiri Manoharn to serve as an Advisor to the ExCom.

Nino Jotikasthira resigned from the ExCom due to work commitments. However, Turismo Thai will continue to be an active member of the Thailand Chapter as well as being the Thailand Chapter representative for ATTA.

The meeting expressed their appreciation for his support to the Executive Committee over the past few years.

The Secretariat to prepare the amended template for the Thailand Chapter as well as to update the ExCom in the PATA Website accordingly.

4. Role and Responsibilities of the PATA Secretariat

The PATA Secretariat will prepare their Role and Responsibilities for comments and/approval of the ExCom.

5. Brainstorm for Ideas to be used for Chapter and Member Development in Action Plan and Budget 2010

5.1 Hon. Treasurer

Khun Kusa reviewed the Financial Report for February which was prepared in a P & L format.

The Secretariat will work closely with Khun Kusa to prepare the Draft Budget which will be sent to all Committees for their feedback/approval.

5.2 Marketing Inbound Tourism Committee

- Marketing should be both directions – inbound and outbound
- To work with other PATA Chapters i.e. India, Malaysia and Vietnam Chapters
- To work with NGOs, especially those who were members of PATA in the past
- SKAL Thailand has proposed a networking programme in the evening
- To organise events/lunches with other associations
- To organise events upcountry
- To use new venues for above events i.e. museums

Marketing Outbound Tourism Committee – pending until we can identify an outbound travel agent who will be able to play an active role on the ExCom. When this Committee is established to work closely with airlines.

2nd Quarterly Luncheon Meeting, March 24th or 31st, 2010

- To identify a guest speaker from PATA HQ
- To make a presentation on the PATA Website and Facebook
- To propose a venue (preferably a member of PATA)

TTM, June 2nd-4th, 2010

A suggestion was made that we organise a meeting with ASEAN PATA Chapter members only and to host a coffee break and not lunch. The Marketing Inbound Tourism Committee to work with PATA HQ on this meeting/coffee break.

Visit of PATA Vietnam Chapter, July 5th-10th, 2010

Bert will get a list of participants. Nino informed the meeting that ATTA receives many similar requests so we should vote this carefully.

5.3 Membership Committee

- Membership Committee to organise a Membership Drive and to target 25% increase in members for 2010
- Why such a high percentage of PATA HQ members are not members of the Thailand Chapter?

5.4 P.R. Committee

- There should be more trade coverage by the P.R. Committee
- Thailand Chapter needs to have a spokesperson to speak on our behalf and to receive more exposure
- To emphasise on social media

A joint product/member newsletter to be issued in March with cooperation between P.R. & IT Committees.

5.5 Education Committee

- Education Committee to plan 3 seminars this year
- To organise University Days/Job Fairs/to organise an event at a university
- To organise Education seminars with other associations
- Thailand Chapter to have more visibility at Education events i.e. – Asia Pacific CHRIE Conference, June 2nd-5th, 2010 – Integrating Hospitality & Tourism in Asia and Pacific

5.6 Industry Relations Committee

The name of this Committee was amended to the Industry Relations Committee.

The Thailand Tourism Council will be informed that Khun Danai will be the official representative of the Thailand Chapter. The meeting noted Khun Kusa serves on the TTC Board as Hon. Chairman representing World Travel Service.

The Thailand Chapter to apply for representation as an Advisor on other travel association boards and to offer these associations a reciprocal position on the ExCom.

5.7 IT Committee

- PATA Website to be updated and new design to be presented to the ExCom
- Membership form to be online
- To renew banner ads/buttons & links for April 2010-March 2011
- Not to overload the website
- To finalise the line of approval for information in the website
- Everyone to sign up for Facebook and Twitter to ensure that comments are two ways

5.8 Green Projects Committee

The meeting approved that the Green Projects Committee will be cancelled.

5.9 PATA Secretariat / Administration

We will prepare a Memorandum to be signed with the Secretariat once we have finalized the Role of the Secretariat. Members of the ExCom should make use of the Secretariat and to delegate work to them.

Monthly Executive Committee Meetings – the dates will be set for these monthly meetings on a month-to-month basis. However, whenever a Quarterly Luncheon Meeting is organized we will keep to the 3rd Wednesday of the month as this is an established date for the Thailand Chapter.

In future everyone will bring their own copies of minutes as well as supporting documents for the ExCom Meetings/other meetings.

Minutes of meetings – the Secretariat will prepare an Action column for all minutes so that everyone is assigned responsibility for each matter.

6. Action Plans

Committee Chairmen will prepare their Action Plan to be sent to the Secretariat to be incorporated in the Role and Responsibilities of the Secretariat and the Memorandum to be signed.

Membership Survey – to ask members what they want from PATA?

Suggestions received from the meeting –

- Business information
- Business figures and statistics
- Local Information – to be well presented and on a regular basis
- To show the leadership strength of PATA as well as our members
- To clearly stated the objectives and relevance of PATA membership
- PATA's practical approach

- PATA as a platform of the Think Tank/Bank – to be presented to TAT Governor during Courtesy Visit on February 24th. Suggestion to discuss this idea with other travel industry associations
 - To work with Chambers of Commerce with PATA as the middleman between the private sector and the travel industry
 - M.L. Hathaijanok to contact the Chambers of Commerce for a meeting to discuss the Think Tank/Bank
 - To invite Chamers of Commerce to organise a function with top level speakers
 - As PATA has been quick to react with natural disasters – to prepare ourselves for the upcoming crisis on February 26th
 - PATA Emergency Team – Bert has received approval to form this team. This will be an early warning system and PATA will play reactive role with the PATA members throughout the world. However, this matter will be put on hold at the present time
-
- To involve our members more and events to be organized should be more casual i.e. a talkshow to discuss what is happening in the industry the meeting felt for the industry to get together for 4 Luncheon Meetings every quarter is too far apart. Venues for events should be casual and possibly upcountry.

7. Pending Matter Proposed by the Outgoing Executive Committee

7.1 Appointment of an academic committee – members are Dr. Walter Jamieson, Thammasat University & Dr. Somyot Wattanakamolchai, Bangkok University – pending membership application from Dr. Sutthichai Jitapunkul, Chulalongkorn University – a decision to be made who will be invited to serve on the ExCom as an Advisor/Academic Committee.

7.2 Courtesy Visit to TAT Governor, February 24th, 2010 at 1000 hrs.

The following will be presented to the Governor –

1. What can PATA Thailand Chapter do for TAT?
2. To offer TAT support for Crisis Repatriation
3. PATA Thailand Chapter is the only English-speaking travel industry association in Thailand – to be highlighted
4. TAT to ensure that the Thailand Chapter should be invited to attend ALL meetings called by TAT and the Ministry of Tourism & Sports – to keep our members informed on a timely basis.
5. Suggestion to get to know all TAT Directors.

8. New Membership

Asian Highway Co., Ltd. (Hotel Category) – Duncan Jamieson – approved by the meeting.

The date of the next Executive Committee Meeting is pending the date for the 2nd Quarterly Luncheon Meeting on March 24th or 31st, 2010.

There being no further business the meeting adjourned at 1230 hrs.