

PATA Thailand Chapter's ExCom Meeting Minutes

April 30, 2014, 10:00h

at Krabi Room 25th floor, Centara Grand at Central World.

Present:

Ms. Ben Montgomery	Chairman Executive Committee & Chairman Industry Relations Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Mr. Bert van Walbeek	Chairman Membership Committee
Mr. Har van der Veen	Chairman IT Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Mr. Siradej Donavanik (Champ)	Committee member
Mr. Chotechuang Soorangura (Tony)	Committee member
Ms. Siriphan Hensook	Representing the TAT Committee Member
Mr. Mario Hardy	PATA HQ
Mrs. Gisi van Walbeek	Secretariat

Excused:

Mr. Luzi Matzig	Vice Chairman
M.L. Hathajnok Kritikara	Hon. Secretary
Mr. Bob James	Treasurer
Ms. Patsupa Lelanapaparn	TAT Committee Member
Mr. Siripakorn Cheawsamoot	TAT Committee Member
Ms. Chureerat Kongtrakul	TAT Committee Member
Ms. Sutarat Chalothorn	PATA HQ

Unexcused:

Ms. Anoma Romyanan	TG Committee member
Ms. Panada Chanitwat	Representing the TG Committee member

The Chairman opened the meeting at 10:25 AM.

Topic	Presenter
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ExCom Meeting 5 March 2014, Minutes to be approved	Ben
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Minutes of ExCom meeting on March 05, 2014 were reviewed but not approved.

The present Chairman proposed that part of the remarks of the past Chairman were omitted, to which he went on the record with his objections.

However, after some discussions the minutes were amended and will be presented again at the next ExCom meeting for approval.

2014 Events calendar

Justin

The Chairman asked Justin for input on this year's events calendar.

He replied that he has a semi draft taking into account what was discussed during the last meeting.

He continued to present the vision in adding value to the membership and to increase the membership, especially to attract more NextGen members.

Four events have been planned, one has taken place already, the next is tentatively planned for May 28:

Travel in Facebook

A draft agenda was passed around and Justin elaborated more on it, the aim is to get 80 – 100 people to attend, not only members but non-members as well.

The next event will be the Midsummer party on July 01, joint together with Skål.

Another function is planned for August:

How can Amadeus add value to PATA Thailand Chapter's members

In October the "Grand Slam IT event" will be taking place, based on received feedback he put together a kind of target audience and proposed agenda. He is also looking at some keynote speakers.

IT Grand Slam & IT engagements – Website & Social media

Har

Har suggested to send out a questionnaire to the members asking for their input on topics they might be interested in.

Justin continued to suggest revamping the website.

Har went into more details about the planned IT event and replied in detail to the website issue. One question he raised was to make one section of the website for members only. It was agreed that this will need further discussion.

Furthermore he proposed to use a different communication method for the ExCom members, like digibox. He will give a demo during the next ExCom meeting.

Ben told the meeting that she will get in contact with Steve Ross who is interested in becoming a chapter member and taking over the social media, PR committee. Tony has accepted to be one of PTC Facebook administrators.

PTC Involvement at TTM+ and plan for 2014 Kusa Scholarship

Dr. Jan

Continuing the tradition of the Chapter assisting the TAT organizers with the TTM+ 2014 Forum, Sue Langley has been invited to speak on the emotional intelligent brain.

It was discussed to also organize a get together with the Chapter members, the evening before.

Sue Langley is a speaker, facilitator and master trainer who inspires people to apply emotional intelligence, positive psychology and neuroscience to become the best they can be.

As for this year's activities of the Khun Kusa Scholarship a tourism innovation contest in November is under consideration, however it is realized that some fund raising activities have to take place first.

Ben and Jan to meet with Central Group for sponsorship.

More details to follow.

Justin suggested to combine all planned events in one master calendar.

In addition to the above the following requires discussion / agreement, follow up and a plan, needed for:

- Security & Safety declaration
- TripAdvisor participation – Sarah Mathews?
- PATA Thailand Recovery Coordination with PATA HQ
- Chinese traveller forum?

Bert replied that there are already 4 discussion groups on Recovery Crisis Management and suggested instead of adding one more group trying to combine these 4 and making it a collaborative effort.

That was further discussed by some of the ExCom members.

He asked for further feedback on the proposed event calendar.

Before a decision on the proposed calendar was taken a lively discussion began on the procedures to be followed in choosing venues for events / functions.

It was finally agreed on that the proposed calendar is fine, but needs more details.

PATA/Skal Summer Party on 1 July 2014

Tony

Tony explained briefly about the planned Midsummer party and will send a proposal to the chairman. A meeting with Skal and the hotel is planned for May 22.

Additionally he will feed details on chapter news to Facebook.

Membership Drive

Bert

Bert presented his chart for membership development, see attached. The ExCom will look at it and feed back at the next meeting.

He also explained the plan to involve more YTPs and maybe hold a “first” event. Jan suggested to approach alumni associations as well.

He presented the proposed certificates and it was agreed to use the one designed by Bert. These certificates will be send to members who are in “good standing”.

Invitation to Muay Thai Live

by Khun Phornsiri

Khun Phornsiri has invited the ExCom members to visit this show. Ben also proposed that the next ExCom meeting should be held prior to this event at Asiatique.

She will coordinate with Khun Phornsiri and come back to the ExCom on this.

**Opportunity for PTC
to join TCT ExCom from Sep 2014** Ben

Ben elaborated on her involvement with TCT and explained in detail the possibility to join TCT. However, this is pending on the revision of the bylaws. Bert explained in great detail the procedure to achieve this.

**Invitation to join panel at
JATA Tourism EXPO Japan 2014
Date 26 Sep 2014 in Japan** Narierut

Khun Narierut informed the meeting of the invitation she received to join the panel at the JATA Tourism EXPO in Japan in September. However, she is still waiting for the official invitation.

Bylaws Revision Ben/Luzi

Ben promised to have the draft revision of the bylaws ready before the next meeting.

Financial Report Bob James

Bob James was excused and the Secretariat presented the financial statements on his behalf. No objections were raised and the accuracy of the reports was accepted.

Secretariat matters Gisi

- Officially changing ExCom names
- Update on Secretariat's activities

Gisi reported on the membership:

Total members: 100

Members paid: 30

Membership fee outstanding: B 273,375.00

Members cancelled:

COOL GENIE GROUP

SIAM UNIVERSITY

ASIA TRAVEL & HOTEL MAG

MONTIEN HOTEL

New members:

STREAM EVENTS ASIA

Furthermore Gisi informed the meeting that the raised profit from the joint Christmas luncheon with Skål would be split between the Philippines Appeal and the Good Shepherd Sisters and not shared between PTC and Skål, as originally planned.

Apparently that decision was taken and announced during the Christmas luncheon and no objections by the attending ExCom members were raised.

Last point was the resignation of the secretariat by July 10.

Ben told the meeting that she has approached Khun Pairoj, the FOC of PATA HQ, if there would be a possibility that the secretariat could be outsourced.

He would like to see the financial reports and the job description of the secretariat first before he comes to a decision.

Justin raised the question what would happen if there is no replacement to be found in time.

After lengthy discussions the secretariat agreed to maybe reconsider, depending on the outcome of a meeting with the Chair and Vice Chair.

PATA HQ Update

Mario

Mario spoke in detail about the upcoming AGM in Zhuhai, the PATA Academy, June 17 – 20, and PATA Travel Mart in Cambodia. He also informed the meeting that apps for all 3 events are available.

Head office will also re-design the PATA website, probably ready to be launched in September, and Mario elaborated on it further.

He also explained about the internship program in PATA HQ.

HQ did a survey with the NextGen which was very successful and will be published soon.

Bert asked who is taking care of the student chapter. Ben replied that she is in contact with them.

Bert had also received an invitation, via HQ, by Travelife Sustainability, which was agreed on to send to tour operators as membership benefit.

Any Other Business

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 12:50hrs.

Next ExCom Meeting on June 3, 2014

Time: 10:00 – 12:00h

Venue: Krabi Room, 25th floor, Centara Grand at Central World