

# PATA Thailand Chapter's ExCom Meeting Minutes

October 30, 2013, 10:00h at Asian Trails' Board Room

## Present:

Mr. Bert van Walbeek	Chairman Executive Committee
Mr. Luzi Matzig	Vice Chairman
Mr. Bob James	Treasurer
M.L. Hathaijnok Kritikara	Hon. Secretary
Ms. Ben Montgomery	Chairman Industry Relations Committee
Ms. Patsupa Lelanapaparn	TAT Committee Member
Mr. Siradej Donovanik (Champ)	Committee member
Mr. Chotechuang Soorangura (Tony)	Committee member
Mrs. Gisi van Walbeek	Secretariat

## Excused:

Dr. Jutamas Wisansing	Chairman Education Committee
Mr. Har van der Veen	Chairman IT Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee
Ms. Sirima Eamtako	Chairman PR Committee
Ms. Sutarat Chalothorn	PATA HQ

## Unexcused:

Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Ms. Anoma Romyanan	TG Committee member
Ms. Panada Chanitwat	Representing the TG Committee member

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The Chairman opened the meeting at 10:11 AM.

Minutes of ExCom meeting on August 28, 2013 were reviewed and approved.

## Chairman's Report

The Chairman mentioned the upcoming AGM in January 2014 and asked all present committee members to think about standing again for elections for the coming term or if they want to reconsider because their commitment will be required.

His next point was the brainstorm session, a joint event (PATA Thailand Chapter, Skål and JFCCT), on October 16. He reported in great detail.

The results of that session will be summarized at the upcoming Forum on November 14.

It is planned to present this in the form of a "Chao Phraya Declaration" to the Governor of TAT. Two guest speakers, Dr. Beirman from Sydney and Dr. Alexandros Parskevas from Oxford are confirmed to attend.

Luzi raised the point if the planned visitor fee of Baht 500 would also be mentioned during that forum, the Chairman confirmed

Another meeting coming up is on November 19, at 11:00h at TAT office, to say Thank you to the outgoing Governor and Welcome to the new Governor.

He will then also ask the incoming governor if he is willing to continue being an honorary advisor to the chapter.

He asked the ExCom members to please attend.

## Committee Reports

**Action**

### Education Committee

Dr. Jutamas was not present and the chairman reported on her behalf.

She is presently working at an ILO project in Phuket called “Green Hotels”.

This group is presently trying to find hotels in Pattaya and Bangkok which would fit into that program.

She was also asked, to speak in Phuket University on November 15 but passed this on to Khun Ben who will travel to Phuket on the chapter’s behalf.

The chapter has also asked and received approval from DASTA to work together on their project as part of the Khun Kusa scholarship. DASTA is looking for brand and marketing communication plans for the 13 areas they are responsible for.

The chapter will ask young, talented teams from educational institutions which are either PATA chapter or student chapter members writing such plans using so called building kits DASTA is providing.

In January these teams have to present their work to DASTA and the ExCom members who will then decide who the winners are.

First prize is considered to be 60,000 Baht, second 40,000.00 and third 20,000.00

However, it is still under discussion if the money should be given to the universities or to the students.

### Marketing Inbound Tourism Committee

Justin was excused and the Chairman reported on his behalf.

It was decided that the planned quarterly luncheon in November with the people from Kasikorn Bank research department should be moved to January and coincide with the AGM instead.

Additionally the ExCom will also invite Khun Suraphon for an official “Thank you” at the same time.

The date is set for January 29, 2014

### Marketing Outbound Tourism Committee

Khun Narierut was not present and the Chairman reported on her behalf.

The plans for Bangladesh are still alive.

Luzi, Bert and Gisi went to the German Tourist event, however the participants were mainly reservation people, not really decision makers.

#### P.R. Committee

Khun Sirima has indicated that she wants to resign and a replacement has to be found.

Newsletters should be re-instated.

#### Membership Committee

It was agreed to increase the membership fee next year to Baht 4,500.00.

#### Industry Relations Committee

Ben reported on her attendance of the seminar with TCT in great detail.

She was also asked to join the marketing committee of TCT.

She continued reporting on the meeting in Chengdu where Khun Luzi was voted to become a life member, our congratulations to Khun Luzi.

On behalf of the chapter Ben gave a presentation on Safe Child Tourism.

She will also travel to Phuket, by recommendation of Dr. Jutamas, to speak about opportunities on crises in the Andaman cluster.

She was inquiring about the Phang Na project and the Chairman informed the meeting accordingly .

John Gray will propose a project which will be forwarded to the PATA foundation for consideration.

The Chairman also spoke about the meeting with the student chapter members which took place in PATA HQ. They will put an action plan together and he will coordinate that.

For the record he mentioned that the Chapter was trying very hard to connect with the BMA, unfortunately so far not very successful.

However, to his "surprise" he discovered through news coverage that the BMA team visited PATA HQ and he questioned why the Chapter was not being invited to be part of this meeting.

It seems there is a serious lack of communication between the Chapter and the PATA HQ.

#### Information Technology Committee

Blair will be replaced by Mr. Har van der Veen von MindWaves Solutions. Unfortunately he could not attend this meeting due to his wife having a bad accident.

The secretariat is still waiting for answers from Blair regarding the email issues.

The Chairman and Gisi will keep trying to get the necessary information. Luzi will also try and contact Blair.

## Treasurer

Bob James read the financial reports.

No objections were raised and the accuracy of the reports was accepted.

## Secretariat matters

Gisi reported on the membership:

11 members have still not paid and it was unanimously agreed to terminate their membership

Members paid: 98

Membership fee outstanding: B 46,000.00

New members:

JOHN GRAY SEACANOE

LIGHTBLUE ENVIRONMENTAL CONSULTING CO. LTD.

Khun Sutham will finalize all outstanding issues with the Revenue Department.

## PATA Headquarters items

Khun Sutarat was excused.

The Chairman reported on her behalf and informed the meeting that PATA HQ tries to close the gap between student chapters and normal members.

A lot of students, after leaving the University, just fade away. The idea is to make the YTP more active and therefore keeping these members within the association.

But PATA HQ has not yet set all indicators.

## Any Other Business

The Chairman informed the meeting that PATA HQ has invited the Chairman and Khun Luzi for a Halloween party but since neither can attend he suggested to send a Halloween cake. All agreed.

The Chairman told the meeting that he will not attend the board meeting in Chengdu.

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 11:30hrs.

## Next meeting

**Wednesday, January 29, 2014**

**10:00h at ?????**

**followed by the AGM and Luncheon**