Meeting of the Board of Directors of the

Global Sustainable Tourism Council

June 27-28, 2011

Barcelona, Spain

**Day 1 - Lunch (Monday, June 27 2011)**

*Location: ME Barecelona, Diagonal / Pere IV, 272-286*

12:30 Informal lunch for those that want to join in, hosted by GSTC

**Day 1 - Afternoon (Monday, June 27 2011)**

*Location: Barcelona City Council, c/ Llacuna, 162*

**General Topic – overview and status**

14:00 Welcome by Chair and order of the day – Kelly Bricker

14:15 Approval of minutes of the last board meeting and the extraordinary meeting – Seleni Matus

14:30 A year in review – Secretariat

15:00 Financials of the Organization - Finance committee

15:30 Communications strategy

* Campaign - ISM
* Social Media
* Website – Box Group
* Press strategy

16:30 Working Group Status Updates - 30 minutes per group

* International Standards Setting
* Education and Training
* Destinations
* Market Access

18:30 Closing of the session – Kelly Bricker

**Day 1 - Dinner (Monday, June 27 2011)**

*Location Pl. Prim, 1 - 08005 Barcelona*

20:15 Meet in the lobby of the hotel and walk to restaurant

20:30 Dinner hosted by Sabre Holdings

**Day 2 - (Tuesday, June 28 2011)**

*Location: Barcelona City Council, c/ Llacuna, 162*

**General Topic – moving forward**

9:00 Accreditation: this session is to discuss processes, methodologies, royalties – Cathy Parsons

10:30 Coffee Break

10:45 Governance and operations - Erika Harms

* Revisions of the By-laws
  + Certifications on the Board
  + Standard Setting organizations on the Board
* Revisions of the Operational Manual
* Suggested Ambassadors Circle

12:00 Market access - Leilani Latimer

* Linking with accreditation
* Presentation of the tool – Mathieu Lamolle

13:00 Lunch

14:00 International Standards Setting - Herve Houdre

* Revisions of the current standards – proposal to modify
* Development of Transportation standards - Kelly Bricker

15:00 Funding and Fundraising

* Membership Strategies - Shannon Stowell
* Fundraising Strategies - Ronald Sanabria
* Services – Kelly Bricker

16: 00 Other topics

17::00 Closing of the sessions - Kelly Bricker