**GSTC Extraordinary Board Meeting**

**June 2, 2011**

**Meeting Minutes**

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| **PARTICIPANTS** |
| **Board Members** | **Staff** |
| Kelly Bricker | Amos Bien |
| Anna Spenceley | Erika Harms |
| Richard Edwards | Liza Agudelo |
| Leilani Latimer | Janice Lichtenwaldt |
| Seleni Matus  | Harmony Lamm |
| Stephen Noakes |  |
| Fabian Roman |  |
| Ronald Sanabria |  |
| Shannon Stowell |  |
| Rick Parnell |  |
| Herve Houdre |  |

***MINUTES***

1. **Welcoming remarks –** Kelly Bricker

The Chair welcomed all Directors reminding that this meeting serves to discuss items not covered during the previous meeting.

1. **Funding and Fundraising** – Erika Harms

The Executive Director gave a brief overview of the financial situation of the organization pointing out that despite the active increase in membership growth for the year 2011 there is still not significant revenue generation that can lead the organization beyond June 2012.

1. **Membership growth:**

 In 2011, GSTC has reached 120 members generating revenue of $50,000. This generated income from membership will sustain GSTC up to July 2012. An appeal was made by Erika for the board to devise ways that the GSTC can be financially viable. Currently this is the top priority as the organization cannot sustain itself on membership dues alone.

**Recommendation:**

It was recommended to the board to utilize their networks and think of ways by which the organization can become financially viable. This is a matter of urgency and top priority. Board members can reach out to their associations or regional constituencies.

1. **Services:**

The board must create tools for the members and determine what GSTC can offer that sets it apart as a membership organization. An idea was proposed of different categories of members: gold, silver, and bronze. GSTC should capitalize on the demand for education in sustainability in order to build professional and educational associations. In order to broaden the education component of GSTC, a member’s only section could offer an aggressive academic accreditation course. It was realized among all board members that members want to give and receive. All GSTC board members have significant experience in the field and have access to sufficient materials for an education component; it just needs to be packaged correctly. The creation of an online forum was proposed as a possibility. . The Secretariat has now formalized overhead rates, etc. for GSTC to generate resources through services with partners. E.g. partnership for development of project.

**Recommendation:**

It was recommended that Erika, Kelly, and Leilani will come together to deliver a proposal on the education and tools /services component. Sponsorship concept is available; Shannon will revise and have Richard and Leilani give inputs.

1. **Income generation opportunities:**

In terms of funding, Ronald and Erika are looking bi-laterally and multi-laterally for the resources available for funding mechanisms. These are country/project specific mechanisms. The IDB has been approached about a consultancy package and GSTC is waiting to hear back on their decision. This package could provide the resources for two core staff for a year. In addition, the French government could potentially be a source of support; it was proposed that France is a better option than approaching the EU.

It was agreed that until royalties can become a sustainable source of revenue, donations are needed to support the organization.

1. **Annual Meeting Requests** – Erika Harms
2. **Revision of the agenda:**

The Executive Director gave presented the latest version of the agenda for the meeting in Barcelona. The GSTC Secretariat has secured a certified green hotel at a discounted rate with breakfast included for board members and staff.

1. **Covering costs and other logistical questions:**

The board questioned the feasibility of covering the cost of certain board members to travel to Barcelona for the Annual meeting. It was decided amongst all that it will not be feasible. There is a clause in the bylaws that allows GSTC to pay for hotel room fees. In terms of remote access at the Annual Meeting in Barcelona, Skype will be available, but there will not be a phone line.

**Recommendation:**

It was recommended that in the future board members will look at other sponsorship frameworks to support board members’ travel to the annual meeting.

1. **Branding Discussion** – Janice Lichtenwaldt
2. **Revision of Logo:**

The GSTC family of logos was presented to the board. These logos include the institutional logo, the member logo, and the accreditation seal.

The board questioned the incentive for GSTC members to become accredited if they are already members and can display the GSTC member logo. There are concerns that members and potential members will view an addition of another logo as futile or that the GSTC logo would compete with their own.

Concerning, the member logo, which only displays the acronym GSTC, the board concluded that it is difficult to market an acronym. Legally GSTC is not able to promote the “travel forever” logo for another travel company. Another organization has first claim to the phrase but they do not have trademark rights to the phrase. Overtime GSTC could gain equity in the name. It was proposed by members of the board to drop the acronym on the logos and use the full organization title instead.

***RESOLUTION:*** *The board made a resolution to move forward with the membership logo; the accreditation logo will be reviewed prior to the Annual Meeting for approval at the membership council.*

1. **Former Advisory Body** – Erika Harms
2. **Proposal for naming:**

An objective of the board is to elect the five members. The communications committee proposed calling the group “Global Ambassadors”.

***RESOLUTION:*** *The board approved naming the former advisory board as Global Ambassadors of the GSTC.*

Possible candidates will be circulated for review and approval the week of June and include Sebastián Escarrer, Paul Brown, Bruce Poon Tip, and other potential high-level ministers.

1. **Response to Global Partnerships For Sustainable Tourism (GPST)** – Erika Harms
2. The Executive Director circulated document that elaborates on the relationship between the GSTC and the GPST and requested Board members to please take a look at it within the next week. It would sit on both website and won’t be distributed widely. In regard to the response to GPST, the collaboration could reinforce both organizations’ work towards sustainable tourism. Membership with GPST will also open up other funding opportunities.
3. Proposal of collaboration/membership. GSTC has been asked by UNEP to become board members as well as to establish a global partnership. Where we are and considering all discussions and concerns raised we are at the stage where this organization exists we have an opportunity to work with it in harmony and taking mutual benefit or we can continue to exist in parallel.

***RESOLUTION:*** *The board approved to do an agreement with GPST and to consider membership if the fee is reasonable.*

The meeting adjourned at 11:00 AM EDT

***SUMMARY OF RECOMMENDATIONS***

**FUNDING AND FUNDRAISING:**

WHEREAS the Board of Directors was briefed on the financial situation of the organization:

***BE IT RECOMMENDED to*** *the board to utilize their networks and think of ways by which the organization can become financially viable*

***BE IT RECOMMENDED*** *that Erika, Kelly, and Leilani work together to deliver a proposal on the education and tools /services component*

***BE IT RECOMMENDED*** *that until royalties can become a sustainable source of revenue, donations are needed to support the organization*

**ANNUAL MEETING REQUESTS**

WHEREAS the Board of Directors discussed the proposed agenda for the annual meeting and the options for funding travel of certain board members:

***BE IT RECOMMENDED*** *in the future board members will look at other sponsorship frameworks to support board members’ travel to the annual meeting*

***BE IT RECOMMENDED*** *that the Secretariat tries to secure internet access at the meeting so absent members can join via skype or fuze meeting*

***SUMMARY OF RESOLUTIONS***

**BRANDING DISCUSSION:**

WHEREAS the Board of Directors revised the family of GSTC logos:

***BE IT RESOLVED*** *to move forward with the membership logo; the accreditation logo will be reviewed prior to the Annual Meeting for approval at the membership council*

**FORMER ADVISORY BODY**

WHEREAS the Board of Directors of the Global Sustainable Tourism Council was presented the proposed name for the former advisory board:

***BE IT RESOLVED*** *to approve naming the former advisory board as Global Ambassadors of the GSTC*

**GLOBAL PARTNERSHIPS FOR SUSTAINABLE TOURISM (GPST)**

WHEREAS the Board of Directors of the Global Sustainable Tourism Council discussed the implications and opportunities of partnering with the GPST:

***BE IT RESOLVED*** *to approve doing an agreement with GPST and to consider membership if the fee is reasonable*