



Minutes of the Executive Committee Meeting held on Wednesday, February 16th, 2011, 10:00 hrs. at Board Room, Imperial Queen’s Park Hotel

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
M.L. Hathaijanok Kritakara	Secretary & Hon. Treasurer
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Blair Speers	Chairman, IT Committee
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Danny McCafferty	Co-Chairman, Membership Committee
Mr. Duncan Jamieson	Co-Chairman, Membership Committee
Mr. Bob James	Committee Member
Mr. Jamlong Ratanapan	Committee Member
Mr. Charles Pamonmontri	Committee Member
Mrs. Sasiwimol Skulyong	Travel Industry Relations Department, THAI
Ms. Panada Chanitwat	Convention & Incentive Sales Promotion, THAI
Mrs. Ben Montgomery	Director, PATA Chapters, PATA HQ
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Danai Wansom	Chairman, Industry Relations Committee
Mr. Luzi A. Matzig	Committee Member
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert welcomed everyone to the PATA Thailand Chapter ExCom. Meeting.

	ACTION
<p>1. Minutes of the ExCom Meeting held on November 24th, 2010</p> <p>The Minutes were reviewed and approved.</p>	
<p>2. Chairman’s Report</p> <p>Bert congratulated Ken for the excellent job he has been doing on the e-Newsletters and Blair for the website.</p> <p>Bert reported that PATA Thailand Chapter has made headway into the industry associations and invitations are now being received from many associations.</p> <p>The “Farang Round Table” was established to help TAT to look forward.</p>	

	ACTION
<p>Bert asked that we should be a little smarter than last year in reaching our goals. The need for networking has become less important and education more important.</p> <p>His theme for his chairmanship this year is TOGETHERNESS – trying to work with the industry which we are doing with the “Farang Round Table” with the following –</p> <ul style="list-style-type: none"> - A research project with ABAC on the Customer Satisfaction Survey - To organise the Conference on “Future of Thailand’s Tourism – The Future Starts Now” – to be sponsored by TAT on May 19th, 2011 at the Shangri-La Hotel with some of the speakers already confirmed to date. The purpose of this conference is to starting looking at the future. <p>New team from THAI – Khun Charles introduced Khun Sasiwimol and Khun Panada who have replaced Khun Chantarat and Khun Supaporn. Bert welcomed them to the Executive Committee.</p> <p>Bert informed the meeting that we will present to Khun Kusa at the AGM Luncheon Meeting the “Kusa Panyarachun Scholarship”. This scholarship will be for Baht 50,000 to be divided into 3 scholarships – at the College of Innovation, Thammasat University.</p> <ul style="list-style-type: none"> - Two scholarships - Baht 15,000 to the best incoming students who have expressed a strong interest in tourism - One scholarship – Baht 20,000 to the best continuing tourism student <p>These scholarships will acknowledge the contribution of a lifetime for Khun Kusa and will give the Thailand Chapter recognition.</p> <p>Bert informed the meeting that Khun Danai Wansom, Chairman, Industry Relations Committee, and long term member of the ExCom has resigned from the ExCom. We will also acknowledge Khun Danai’s contribution to the ExCom during the AGM Luncheon.</p>	
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>The meeting approved the appointment of Dr. Jutamas Wisansing of ABAC as the Education Committee Chairman. We are now working with Dr. Jutamas on the research project and the TAT Conference with more educational programmes being planned in the future.</p>	Secretariat
<p>3.2 Marketing Inbound Tourism Committee</p> <p>James Reed, Chairman, Marketing Inbound Committee, reported it is planned to use Madame Tussards and other exciting venues for future events. However, we have a problem to get sufficient members to register for events which are planned by the Marketing Inbound Committee. He proposed that we conduct a survey among our members to find out what are their present needs and the reason why our membership is on a downward trend. It is important to know what our members want from the PATA Thailand Chapter.</p> <p>Danny suggested that for the next event the ExCom members should each bring 4 guests who could be their guests or they could pay for themselves.</p>	James Reed ExCom

	ACTION
<p>Blair suggested that we should develop our database for new members and guests for our future events.</p> <p>Ben informed the meeting that in China they are now approaching students as potential participants at their events and the meeting will check with Dr. Jutamas if this idea will work in Thailand.</p> <p>Duncan stated that the Thailand Chapter cannot be disassociated from the PATA HQ so the direction of PATA HQ plays an important role for the Thailand Chapter.</p> <p>Jim will prepare the draft survey for the ExCom.</p>	<p>Blair Speers</p> <p>Dr. Jutamas / Secretariat</p> <p>James Reed</p>
<p>3.3 P.R. Committee</p> <p>Ken informed the meeting that the main reason he joined the Thailand Chapter is for connections with the local travel industry. He feels that the Chapter brand is tied up with PATA HQ.</p> <p>Ken reported that he has issued an e-Newsletter for January/February 2011 and he will try to solicit more submissions from our members.</p> <p>Ken requested everyone to sign-up for Facebook and Twitter for which Thailand Chapter already has 150 friends. We are also tweeting the e-Newsletter. Ken suggested that everyone should select some of their own friends on Facebook and to keep them informed about the Thailand Chapter activities.</p> <p>A press release will be issued for the presentation by David Keen today.</p>	<p>Ken Scott</p> <p>Ken Scott</p> <p>Ken Scott</p>
<p>3.4 Membership Committee</p> <p>Danny reviewed the list of 6 member organizations which did not pay their membership fees in 2010. The meeting decided that as we had already tried to contact these organizations a few times sending them copies of the membership invoice so the meeting decided that these memberships will now be cancelled.</p> <ul style="list-style-type: none"> - Amanpuri Bangkok Office - Greenstay Co., Ltd. - InterContinental Bangkok - Nong Nooch Orchid Wonderland <p>Joan reported that to date we have collected a total of 38 memberships fees for 2011. There are 54 membership fees pending for 2011.</p> <p>Danny reported that the Membership Committee will meet on February 22nd, at the Dusit Thani Hotel and the above pending membership fees will be reviewed.</p> <p>Danny thanked Ken for finalising the membership solicitation letter which is being sent out to potential members.</p> <p>Membership Drive – Danny suggested a 4-get-4 members programme for the ExCom members. He requested everyone to send him a list of 4 potential new members.</p>	<p>Secretariat</p> <p>ExCom</p>

	ACTION
<p>Jim suggested that at least 50% of the new members should be Thai.</p> <p>Danny informed the meeting that the Dusit Thani is a founder of the TDA (Travel Daily Asia) programme and he will request that PATA be invited to host one of these monthly events and this will be a platform for our Membership Drive. There will be no charge to PATA Thailand Chapter.</p> <p>The Secretariat was requested to prepare a report on the total number of members in 2009, 2010 and 2011. A membership list according to geography will also be prepared.</p> <p>The meeting reviewed the list of member organisations which have resigned to date –</p> <ol style="list-style-type: none"> 1. Sea Tours Co., Ltd. 2. Turismo Asia Co., Ltd. 3. World Media Co., Ltd. <p>The Membership Committee will prepare an email to these organizations acknowledging their resignation and our invitation for them to rejoin the Thailand Chapter in the near future.</p> <p>All future resignations will be reviewed by the Membership Committee so that we contact these members on a timely basis before we accept their resignation.</p> <p>New Members –</p> <ol style="list-style-type: none"> 1. Bangkok University International College 2. Maikhao Dream Hotel & Resorts <p>The meeting approved the above membership applications.</p>	<p style="text-align: center;">Excom</p> <p style="text-align: center;">Danny</p> <p style="text-align: center;">Secretariat</p> <p style="text-align: center;">Membership Comm./Secretariat</p> <p style="text-align: center;">Membership Comm./Secretariat</p>
<p>3.5 Industry Relations Committee</p> <p>The meeting noted the resignation of Khun Danai Wansom, Chairman, Industry Relations Committee. The meeting was requested to appoint his replacement which must be a Thai so that he/she can attend the travel industry association meetings on behalf of the ExCom.</p> <p>Courtesy Visit to the next Permanent Secretary, MoTS - M.L. Hathaijanok proposed that it is now timely for the Thailand Chapter to pay a Courtesy Visit to Khun Sombat Kurupan. However, it is essential for us to plan for this visit.</p> <p>Courtesy Visit to Khun Pandit Chanapai, Executive Vice President, THAI – Khun Charles will propose some dates for this courtesy visit and the Secretariat will organize this visit to THAI.</p> <p>Khun Charles felt that this will now renew the connection between the Thailand Chapter and THAI once again.</p>	<p style="text-align: center;">Secretariat</p> <p style="text-align: center;">Secretariat</p>

	ACTION
<p>3.6 Report of the Secretary</p> <p>3.6.1 S.M.A.R.T. Action Plan of the Secretary</p> <p>M.L. Hathaijanok informed the meeting that he would like to propose the establishment of a Think Thank.</p> <p>Bert informed the meeting that he has requested the TAT Governor to organize a brainstorming session to be held in English.</p> <p>M.L. Hathaijanok reported that he attended a meeting of the new Board of TCT and a copy of the minutes of this meeting will be distributed to the ExCom.</p>	<p>M.L. Hathaijanok Blair Speers</p>
<p>3.7 Information Technology Committee</p> <p>The links and banners in the Thailand Chapter website will have to be renewed in March so Blair will plan our expectations and improvements to the website. He proposed the offer of links for the Membership Drive.</p> <p>The Secretariat will check the website on a weekly basis to make sure that every section is updated.</p> <p>The survey being prepared by Jim will be forwarded to Blair so that this can be conducted online.</p> <p>Blair suggested that all future events should be put on the PATA Facebook and ExCom members should send out invitations to their Facebook friends.</p>	<p>Blair Speers/ Secretariat</p> <p>Secretariat</p> <p>James Reed/ Blair Speers</p> <p>James Reed/ Blair Speers</p>
<p>3.8 Financial Report for 2010</p> <p>The meeting reviewed the Financial Report for 2010 and recommendations were made for this report to be improved.</p> <p>The meeting appointed Bob James to be responsible for the reconciliation of the PATA Accounts before the Financial Report is submitted to the ExCom on a monthly basis.</p>	<p>Secretariat</p>
<p>3.9 Secretarial Matters</p> <p>3.9.1 Legal Registration of PATA Thailand Chapter</p> <p>Joan reported that this is still in progress. At the present time our Auditors are applying for VAT for the Thailand Chapter.</p> <p>3.9.2 S.M.A.R.T. Action Plan for the Secretariat</p> <p>Bert and Joan will prepare the Action Plan for 2011.</p> <p>3.9.3 External Accounting System</p> <p>Bert and Joan will prepare the Accounting System.</p>	<p>Secretariat</p> <p>Bert / Secretariat</p> <p>Bert / Secretariat</p>

	ACTION
<p>3.10 PATA HQ Items</p> <p>Ben reported on the events for the PATA 60th Anniversary & Conference, April 9th-12th, 2011, to be held in Beijing, China and PATA Executive Board Meeting on April 9th-10th, 2011.</p> <p>Ben reported that her office is working on the PATA HQ website for the profiles for the Thailand Chapter Members to be displayed in the Thailand Chapter section.</p>	
<p>4. Any Other Business</p> <p>4.1 Appointment of Vice-Chairman for ExCom.</p> <p>The meeting appointed Luzi Matzig as the Vice-Chairman for the ExCom.</p>	Secretariat
<p>5. Next ExCom Meeting</p> <p>The next ExCom Meeting will be held on March 16th, 2011.</p>	