



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
WORLDWIDE BOARD OF DIRECTORS MEETING
MINUTES

27th April, 2018
Singapore

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In Attendance

Officers

*Mr. Martin Rahmann, FCSI
President
(Agere. Beratung für nachhaltigen Erfolg)*

Staff

*Mr. Nick Vaccaro
Executive Director, WW*

*Ms. Elonique Dalhuisen
Executive Director, EAME*

Allied Representatives (Non-Voting)

*Mr. Greg O'Connell
(Moffat)*

Directors

*Mrs. Clara Pi, FCSI
(FCG Company Ltd.)*

*Remko van der Graaff, FCSI
(AAG Food & Facilities & Hospitality)*

*Mario Sequeira, FCSI
(Hospitality Total Services (Aus) Pty Ltd)*

Guests

*Toni Clarke, FCSI
(RT Hospitality Solutions)*

Absent

*Mr. Roberto Assi
(UNOX S.P.A.)*

*Mr. James Camacho, FCSI
Secretary/Treasurer
(Camacho Associates, Inc.)*

*Mr. William Caruso, FFCSI, PP
(WC & Partners, Inc.)*

*Mr. Rob Geile
(Ali Group North America)*

FCSI's Vision

“FCSI is the global leader in foodservice and hospitality consulting”

FCSI's Mission

“To promote professionalism in foodservice and hospitality consulting while returning maximum benefits to all members”

Brand Slogan

“We Share, We Support, We Inspire”

1.0 Call to Order and Opening Remarks

The meeting was called to order on 27th April at 9:31 am (local time) at which time President Martin Rahmann, FCSI welcomed everyone and thanked everyone for participating in the meeting. Noting that there was quorum for conducting official business Martin requested that the meeting begin with the first agenda item.

(As a matter of record it should be noted that the TAD Representatives (James C., Bill C., Rob G. and Wade K.) in addition to the EAME Allied representative (Roberto A.) were present at the TAD Conference in Denver. During the Conference members of the WW Board who were in attendance held meeting to discuss agenda items so all ideas and motions would be properly brought before the board during the official meeting in Singapore.)

2.0 Approval of Board Meeting Minutes

The minutes of the November 2017 meeting were discussed.

Clara moved to accept the FCSI WW November, 2017 board meeting minutes as submitted, seconded by Remko and approved unanimously.

3.0 Financial Report

Nick reviewed the financial reports distributed as of 31st March, 2018. He went through each of the spreadsheet tabs providing an overview and answered questions. He also discussed the Cash Flow report of information to date.

Martin moved to approve the 31st March, 2018 financials as submitted in the board materials. Seconded by Clara and approved unanimously.

Martin recommended to the board that WW should begin building reserves in the savings account.

Martin said that Nick was going to send out a letter to the Divisional offices by 30th June, 2018 that the dues share will be fully reinstated in 2019. The dues shares will be 15% of collected membership fees to be sent to WW by end of 2019, based on the invoices provided from the WW office. The dues share provided by the Divisional offices will be then earmarked to be partially provided back to the Divisions for projects that will support Divisional projects as approved by the WW Board based on submitted applications.

4.0 Council of Fellows

Nick reviewed with the Board the CoF ceremony held at the TAD Conference.

5.0 Educational Foundation

Nick reported on recent meeting of the Educational Foundation which was held in Denver, Colorado during the FCSI The Americas Conference. Martin Rahmann and Nick Vaccaro joined the meeting. FCSI Foundation President Nahum Goldberg led a discussion of Foundation successes and how the Foundation can work more effectively with World Wide and the Divisions.

Some of the talking points included:

- Martin promised an additional donation from WW once the World Wide loan to the Foundation is paid in full. (term completion set for September 2019)
- The EF staff will contact Elonique about getting the Foundation onto the program for the EAME meeting in Rotterdam in October.
- Martin discussed the possibility of WW producing a global summit in 2020. He suggested that the EF play a role in the meeting agenda so that members are aware of the importance of the Foundation.
- Martin confirmed to the EF Board that Elonique D. and Remko V. would be the contacts concerning the registration scholarships to the EAME conference. Greg Jewell said that he would follow up with EAME.
- A discussion of a greater presence for the Foundation on the FCSI platform of products (magazine, enewsletter and website).

6.0 Foodservice Consultant Portfolio Report

Mike Jones and Stu Carlton with Progressive Content provided an overview of the *Foodservice Consultant* portfolio of products. Included in the report were the following notes and suggestions:

Editorial

The Q1 2018 edition of *Foodservice Consultant* saw a full redesign of the magazine. While the essential editorial structure of the magazine remains, with some regular features and columnist additions across all three regional versions, we have introduced a new range of fonts and contemporary design treatments – from the front cover style through every section of the magazine – to refresh the look and feel. The feedback from readers has been overwhelmingly positive, with members telling us how much they like the cool, modern design of the magazine and the relevancy of the stories within it.

Digital

FCSI.org is performing exceptionally well. March 2018 saw record performances for users (7,760) and sessions (9,794). Page views (18,242) was also second highest since launch, with the exception of January (18,972).

Average session duration has not dropped below 4 minutes since February 2017, putting us well above the industry average.

All acquisition sources (organic, direct, social, referral) have experienced strong growth year on year (March 2017-March 2018), with social traffic over three times as high.

Email

2018 saw *Foodservice Consultant* move from two emails per month to four, via a new server. In 2017 each email generated an average of 267 sessions per month; by contrast January 2018 saw 550 and February saw 354. The new server also offers welcome new opportunities to analyze click-thru data and engagement with advertising assets going forward. Digital revenues are tracking ahead when comparing year on year, so all in all a very positive story.

FCSI commercial update April 2018

Not much to report as yet as we are only in April. Q1 has just wrapped up and Q2 magazine closes in two weeks' time. Q1 finished \$20,000 short of our projected revenue. We have enough leads and prospects to ensure we make up this shortfall.

We do have a big few months coming up, with trips to Denver and FHA Singapore. These trips will yield additional spend. Broadly speaking we are on track to reach the 2018 revenue target. However, there are a few worrying trends with allied members either not spending, reducing their spend or simply focusing on regional FCSI events such as Denver and Rotterdam. This has always been the case but it seems with a growing number of allied members it's now an either/or choice. There is less commitment to doing both sponsorship and spending across the *Foodservice Consultant* portfolio. We are keeping an eye on this, as it is a concern.

7.0 EAME Division Update

Remko and Elonique provided an update on EAME activities which included a full PowerPoint presentation.

The EAME Board update included:

- Board meeting in Q4 2018.
- Board meetings have been newly designed to include a tour of a corporate member's organization and also a joint dinner with the corporate members.
- The EAME Board of Trustees has provided a lot of support to UK&I. That local unit has continued to grow in strength and number of members since the restructuring of the unit a few years ago.
- EAME is supporting members with BIM by using Roberto Assi as a consultant to members and then EAME receives monies for the services provided.
- The 2017 financials will be finalized in June 2018. There was some delay because of the submissions by UK&I, UMC and some legal expenses.
- 2018 EAME Conference in Rotterdam on the cruise ship – discussion of the Conference agenda and that Germany/Austria will hold their meeting in conjunction with the EAME event. The Conference will include a "speed dating" event between

Consultants and Allied members. There is a strong partner/spouse program planned. Consultants from TAD and APD will be offered complimentary registration for the EAME event.

8.0 APD Division Update

Mario provided an update on APD activities which included a full PowerPoint presentation.

Key points covered were:

- Financial status
- Review of 2018 events (FHA, Fine Food Melbourne, Hotelex Guangzhou, etc.)
- The need for building a stronger FCSI brand.
- Inner Mongolian Tree Planting Program
- The need for a global coordinated approach for Allied sponsorship.
- April 12th and 13th Conference in Kuala Lumpur. Travel day on April 11th and April 14th.

The Board then spent a few minutes discussing the future of APD as a Division. There were many ideas deliberated and Clara said that the APD Board would have a conference soon where more decisions will probably be made.

9.0 TAD Division Update

Nick and Martin reported on the activities of The Americas Division. Overall TAD is in a very positive position and is looking forward to upcoming events.

10.0 Unfinished Business

There was no unfinished business brought before the board.

11.0 New Business

11.1 Board Meeting Dates/Locations

2018 – The board decided to hold the 2018 Q4 board meeting on Wednesday, 17th October during the EAME Conference. It will be planned as a one-day board meeting.

2019 – Meeting dates will be decided later.

11.2 Worldwide Conference

The sense of the Board was to organize a Worldwide Conference in September or October 2020 in Rome. Remko suggested that this event would be held in place of the EAME Conference during 2020, and this idea was very well received by WW Board members. The WW office would lead the event planning with the assistance of Wade K. (TAD), Elonique D. (EAME/APD) and Progressive Content staff.

12.0 Adjournment

Clara moved to adjourn the meeting. Seconded by Remko and the meeting was adjourned at 12:56 pm (local time).

Meeting minutes recorded by N. Vaccaro on 05.03.2018.