



RESPONSE TO CORONONA VIRUS – COVID-19  
HCI BANKER RALLY CALLS  
877-256-0794

**BANKER RALLY CALL - July 14, 2020**

**Purpose of the call:**

Time to re-calibrate? A look at Fall 2020.

**Representation:**

21 bankers, 2 staff – 12 states

GA, ID, IL, IA, KS, MA, MN, MO, NE, NH, VT, WI

**AGENDA**

**I Who has operated a trip since March – day trip or longer?**

No one had operated an extended tour since March, and a few had operated day trips with half capacity on coaches, face masks, temperature reading. Everything went well and no positive tests since the trips had been taken.

There were a few creative club directors that planned outdoor outings with a regular walking group, kayaking and hiking. These were not requiring any group transportation and masks were brought should the need arise to wear them.

One movie was hosted for 45 people in 250-seat theater so social distancing was easy. City requires masks but they were so far apart they were not needed. A craft night was also planned with masks that was well spread out.

Looking ahead to August one bank is planning a “car hop” in their nearby alleyway, where bank staff will bring dinner out to the cars. All well-planned with scheduled times for each guest to come and share dinner. They are even planning to have a band playing!

**TRAVEL SHOWS**

This led to a conversation about travel shows from our PTOs. A few have taken place with different scenarios:

- One traditional where the PTO came to the bank and the travelers met in the bank’s community room. It was a small number of 10 guests that were seated classroom style to give more space to everyone.
- One was a Zoom webinar where the bank had 37 guests meet in a restaurant with a large screen and the PTO conducted the travel show from a distance. It was to Ireland and 33 of the guests made commitments for 2021.
- Another bank had the guests come to the bank community room and watch a similar webinar for a European River Cruise.

- Another set up a webinar for the PTO in their bank but also made it available for members who did not want to come to the bank to be able to participate from their homes.

A consensus was agreed to that our bankers would like PTOs to be prepared to put on the webinar in person as done traditionally, but if not possible then be able to have the webinar be held at a group location and give the option for members to also log in from home.

It was understood that the PTOs would have to set all of this up for the bankers and give them all the needed information for being able to log in and watch the webinar from each location.

It was also suggested that HCI reach out to the PTOs and learn how they do this, so we can create a Best Practice document to share with our bankers so they are more informed and more likely to be comfortable with a virtual travel show.

Some bankers said that their members would be glad to know that no one was coming from another state that might have large infections into their state and that the virtual solution would be welcome.

## **II How are we feeling about the Fall travel schedule – day trips or longer?**

Most of the banks on the call have cancelled the rest of 2020 for their extended tours. Some day trips – specifically to Branson – are still in the works.

Some banks have continued with the policy of reassessing every 30 days for any events that might be upcoming.

One bank remains pretty active as they are in a MO county that has only had 15 positive cases of Covid.

### **NEWSLETTERS WITHOUT TRAVEL?**

The question came up about ideas anyone had to include in their newsletters while they are not traveling and using that space for trip promotions.

Here are some of the ideas that came up and are being practiced by those on the call:

- Put heavier emphasis on traditional banking matters with letters from different departments and bank leadership.
- Add links to travel like the National Parks to whet their appetite for a time when travel returns
- Putting in recipes
- Add the HCI letter on why [“The benefits of Group Travel are Stronger Today.”](#)
- Create an interactive newsletter, where you are asking the members to take an action – something fun like a scavenger hunt for things in the newsletter itself and give prizes.
- Have members submit Christmas Cookie recipes that can then be judged by bank employees and give away prizes
- Highlight local destination spots that members can easily distance and they might enjoy while they are not traveling
- Be sure to keep the 2021 calendar of trips front of mind to remind them that travel is returning.

One banker wrote in that they were doing programs with a local Historian sharing stories about local history; articles on Elder fraud prevention and a Teddy Bear cancer foundation support effort.

## **III How are your travelers reacting to rebooking for 2021?**

As in past Rally Calls, the customers seem to be remaining hopeful that they will still travel even if it is a year later. At the same time, they feel they could learn more from those members as they don't have as much contact as they would normally. They proposed that HCI take a couple of surveys that have been used and create a Best Practice survey specific to this question. It was agreed that the survey should be directed to that part of the membership that are the real travelers, so the results are not skewed by non-travelers.

HCI will do this and let the membership know as soon as it is complete.

#### **IV Share ideas for keeping upbeat when the news is so troubling?**

Two aspects to this question were discussed:

1. How do we keep ourselves (club directors) upbeat?
2. How do we keep our members (travelers) upbeat?

Personal phone calls to the members every day seems to be an ideal way to accomplish both. The members are excited to hear from the bank and the club director gets energy and joy from speaking to their members and seeing how they are holding up.

One bank club was just given permission from senior management to have their own Facebook page, which was a big surprise even though they have been asking for it for a while.

The HCI Rally Calls were also mentioned as an important and constant source of motivation and hope for the future of group travel.

#### **V Any other questions?**

One club director reported that they had 3 positive Covid tests amongst employees and had to shut down that branch for cleaning and have reopened by appointment only.

It was suggested that HCI support the Transportation industry's efforts to secure Federal grants (CERTS) to get them financial support, as this sector was overlooked in all the other CARES act lending and grants issued. HCI will be doing this immediately.

The question of how to plan for 2021 garnered some good conversation including one club who is not planning anything yet, to others who are planning all of their extended touring as normal, so they will be ready when they are allowed to travel and will just have to cancel if they can't travel.

There was a greater concern about the shorter programs that the club directors organize themselves and are uncertain about planning them as they don't know if they will even be in business. With things being uncertain, it is important to reach out regularly to those partners and get an idea of what to expect in the future.

The final question came up that if our February conference will take place physically, do the bankers want to have some special designation on their nametags that indicate their comfort level with being close to others. Folks pretty much felt this could be self-regulated and would leave it up to the board to discuss and implement when they meet later this month.