



Quarterly Meeting

April 12, 2019 | Woodstock, VA

Members Present: Danielle Jonigan (Kent County Tourism Corporation), Matthew Scales (Maryland Office of Tourism), Hilary Dailey (Calvert County Department of Economic Development), Melissa Joseph Muntz (Visit Frederick), Cory Van Horn (Visit Montgomery), Linda Devlin (Allegheny National Forest Visitors Bureau), Jennifer Fleck (Explore Altoona), Tiffany Hernandez (Butler County Tourism & Convention Bureau), Andy Rupert (Central PA Convention & Visitors Bureau), Morgan Christopher (Endless Mountains Visitors Bureau), Chris Temple (Visit Erie), Rachel Wright (Destination Gettysburg), Ed Stoddard (Huntingdon County Visitors Bureau), Discover Lancaster (Joel Cliff), Anna Weltz (Laurel Highlands Visitors Bureau), Kaitie Burger (Discover Lehigh Valley), Morgan Christopher (Visit Potter-Tioga), Christine Tobias (York County Convention & Visitors Bureau), Andrew Cothorn (Virginia Tourism Corporation), Cara O'Donnell (Arlington Convention & Visitors Service), Debbie Aylor (Fredericksburg Regional Tourism), Felicia Hart (Front Royal/Warren County Tourism), Ryan Downey (Hampton Convention & Visitor Bureau), Jessica Williams (Harrisonburg Tourism & Visitor Services), Patty Williams (Lexington & Rockbridge Area Tourism), Jennifer Sigal (Visit Loudoun), Krista Boothby (Lynchburg Office of Economic Development & Tourism), Rebecca "Becky" Cutchins (Newport News Tourism), Lori Landes-Carter (Orange County Tourism), Nicole Warner (Prince William County Office of Tourism), Meghan Gearino and Erin Bagrell (Richmond Region Tourism), Jenna French (Shenandoah County Tourism), Taylor Spellman (Visit Virginia's Blue Ridge), Justin Kerns (Winchester-Frederick County Convention & Visitors Bureau), Jonathan Bellingham (Hampshire County CVB), Chelsea Walker (Pocahontas County Convention & Visitors Bureau)

Call to Order: Kaitie Burger

Member Updates: Melissa Muntz

Currently have 71 members. Over half are in attendance. We continue to get new members all the time. If you know neighboring DMOs that are not members, encourage them to join the organization.

Approval of Minutes – January 18, 2019

Motion to Approve: Krista Boothby

Second: Jennifer Fleck

Approval of Treasurer's Report

Reviewed 2018-19 fiscal year. We are now doing paid social media to promote MATPRA. Kudos to Nicole Warner for transferring money to CD accounts and balancing the budget in FY 2019.

Motion to Approve: Jenna French

Second: Justin Kerns

Committee Reports

Marketing Committee

Thank you to Rachel for taking over to the marketing committee. We are setting up a Dropbox to be able to send photos for round-up projects. We are working on two two-sided one sheets to promote the organization. One will be for journalists and include testimonials. The other will be about the

organization and will include DMO testimonials. Send to Rachel@destinationgettysburg.com. We hope to have them completed by the next quarterly meeting.

Website Committee

Meeting monthly via phone to divide the updates for the website. Working on a presentation to share all the great things that the website can function. The group itineraries from 2017 are finally live to the website. Looking to come up with cross-state itineraries to promote to travel writers. Please contact Krista Boothby or Ali Morris to keep posting events. Change the header images to change out for each season.

The membership is encouraged to post six rotating events on the website. There are PDF's of the guidelines on how to post events on the site. There is a way to post your own press releases, but the guidelines are still being established.

Social Media Committee

We ran MATPRA Facebook ads for the first time in a year during March. The ads were targeted to writers in the northeast/Mid-Atlantic region with the goal of applying to attend MATPRA. We had 83,089 impressions and 701 link clicks. In the future, I'd like to better track actual conversations from these ads.

We're looking to take the MATPRA Marketplace Instagram account and turn it into a MATPRA Instagram account. We're working on a strategy now, but we will need help from our members to provide content. Once we have everything set-up and a plan, we'll send something in a bi-weekly email.

The committee developed a process to have each DMO be assigned to a destination. It's working well. If you don't know your direct contact, Aaron Jumper.

Professional Development Committee

Continue to struggle with finding a chair of the committee. The goal with the professional development committee is to organize guest speakers for quarterly meetings and for marketplace.

Media Marketplace

Marketplace is September 24-26. We will be in the Richmond Region, VA. There will be a photographer for marketplace and some of the FAMs.

Marketplace will be focused on the districts outside of Richmond the city. Everyone will be staying in Short Pump. We will be staying at the Hilton at Short Pump Town Center. There will be a dine around the second night at restaurants that have second locations in the area.

Marketplace Updates & Sponsorships

Sponsorship packages are ready and will be in the MATPRA email blast. The goal was to design the sponsorships that fit needs. If need something special, reach out to Visit Richmond. Trying to have more of a digital presence with the sponsorships. Working with social media committee to create a social media promotion in the form of destination specific story on Twitter, Instagram and Facebook. The post will include a #spon. Goal is to finalize the sponsorships and then come up with a plan to sprinkle the promotion throughout the summer.

Professional development at the marketplace. Going to do a panel at the farewell launch of media. The goal is for the panel to focus on the diversity segments. LGBTQ, African-American, etc. Talk about actual experiences on press trips and how to handle FAM tours. Will be finalized mid-May. The goal is to bridge the gap between DMO's and writers with the final panel discussion.

DMO registration will kick-off in late May. Sponsorships will be due at the end of June. Billing will be after July 1.

Reminder: Do not bring lots and lots of printed materials to Marketplace. You will only need 10-15 printed guides.

Overview of FAMs

- There will be an experience at the mall with truffle making class and free time at the mall.
- Walking tour of Ashland. The vibe is very much like Woodstock, VA and then end at a brewery.
- Volunteer tourism experience on a farm.
- Kings Dominion Amusement Park
- Golf course. Will include zip lining and foot golf.
- Visit orchard and farm
- Family fun track excursion and visit pumpkin patch
- Road to revolution tour
- Something outdoorsy at the state park

Pre & Post FAMs

We have two on either side of the marketplace. Pre & Post FAMs are offered a day or two before within the MP timeframe. Smaller tours of 3-5 people seem to work best. DMOs would cover the cost of the tour. But it can be whatever it can be.

The next steps are to put together a big information packet for the accepted media. We want to have pre and post FAMs finalized before the packet to go out. Make sure to be clear on who the contact information is because you manage the RSVPs.

Make sure to let Melissa know if you're providing transportation from the pre FAM to the marketplace. Contact Melissa if you want examples or want to see who have confirmed destinations. The goal is to balance the amount of pre and post FAMs on either side. Please pick one pre or post and keep it focused on one itinerary.

Old Business

- We are seeking nominations for the board. Contact Kaitie Burger if you want to nominate someone or yourself.
- Review of website procedures. They will be included in an upcoming MATPRA newsletter. The website has come a long way in the last couple of years. It's been a learning curve and is much more self-managed.

New Business

- New Email Distribution: Swapped from Constant Contact to Mailchimp. Ali Morris and Krista Boothby found out that we have a free account through the website. We are now saving \$400 per year.

- We are working on developing a new clean copy of the journalist lists and will be shared with the membership.
- FY 2019-20 Group Release Volunteers: The group release schedule is on the back of the agenda. It is planned out for the next fiscal year. If you want to volunteer to edit the group press release, contact Melissa Mutz. The final list will be sent as a reminder. An idea was suggested for the group press releases is to add a link to a landing page about the topic that was listed.
- Quarterly Meeting Hosts: We are wrapping up availability for people to host quarterly meetings. If you are interested in hosting, please let Melissa Mutz know. Goal is to be wrapped up by the end of May.
- Question: When will the RFP for the next marketplace will be available for people to see?
Answer: Will be complete over the summer.

Approval of Budget: Removed email marketing fees, reduced admin fees, and add a true strategic plan for the longevity and sustainability of the organization. Look at programs that we can focus on making the organization better. And making sure that we do a financial audit, etc. Want to be as strategic and thoughtful of the money. Reduced some money away from the website section. Removed flash drives from the budget to save \$800 from the budget.

Question: Removing the PR newswire distribution and moving that money into the strategy and development budget.

Question: What type of consultant are we looking for? We are open to looking for any kind of organizations well it be PR firms, auditors, etc.

Branded items will be the printing and designing the one-sheets.

Motion to Approve: Joel Cliff

Second: Anna Weltz

Media Committee - Application Review

Thank you to those who participated in the media committee. Of the total pool of applications: 37 were bloggers, 47 freelancers, nine staff writers, four influencers.

Committee was very careful about balancing journalists who are new vs repeat. Looked for diversity of the different outlets. Make sure they are hitting a variety topics. Accepted 21 out of the 37 bloggers. At the end of the day that the influencers didn't get accepted. Will be making some changes to the scoring for next year. We received applications from all over the country and a few internationally.

Question: Should we consider putting in a writer deposit to confirm that they will actually show up?

Answer: The general feedback was that we should consider it.

Average monthly unique visitors of websites: QuantCast.com is a free service.

Group Press Release: A sheet of upcoming press releases was distributed to the group and will be available in upcoming member newsletters.

Next Quarterly Meeting: July 19 in Hagerstown, MD

Closing Comments/Adjournment

Motion to Approve: Krista Boothby

Second: Cara O'Donnell