



MATPRA Annual Meeting

Tuesday, September 25

Nemacolin Resort • Laurel Highlands, PA

Members Present: Greater Wilmington CVB (Lyn Lewis), Delaware's Quaint Villages (Danielle Jonigan), Southern Delaware Tourism (Tina Coleman), Maryland Office of Tourism (Leslie Troy), Visit Annapolis & Anne Arundel County (Susan Seifried), Visit Baltimore (Kelly Nagle, Abigail Vitilao), Caroline County (Ceres Bainbridge), Carrol County Tourism (Bonnie Staub), Cecil County Tourism (Sandy Turner), Visit Frederick (Melissa Muntz), Visit Harford (Greg Pizzuto), Visit Howard County (Crystal Abrom), MD- Kent County Office of Tourism (Bernadette Bowman), Visit Montgomery (Cory Van Horn), Queen Anne's County Office of Tourism (Lisa Gallow), Wicomico County (Vanessa Junkin), Pennsylvania Office of Tourism (Natalie Buyny, Michael Chapaloney), Explore Altoona (Jennifer Fleck), Butler County Tourism & Convention Bureau (Tiffany Hernandez), Central PA CVB (Andy Rupert), Chester County CVB (Nina Kelly), Visit Clearfield County (Josiah Jones), Cumberland Valley CVB (Aaron Jumper), Endless Mountains Visitors Bureau (Morgan Christopher), VisitErie (Christine Temple), Franklin County Visitors Bureau (Lauren Cappucio, Janet Pollard), Destination Gettysburg (Rachel Wright), Greater Johnstown / Cambria County CVB (Olivia Bragdon, Melissa Radovonic), PA's Greater Americana Region (Lisa Haggerty), Huntingdon County Visitors Bureau (Ed Stoddard), Discover Lancaster (Joel Cliff), Discover Lehigh Valley (Kaitie Burger), Laurel Highlands Visitors Bureau (Anna Weltz), VisitPITTSBURGH (Kristen Wenger, Melissa Wade), Visit Potter-Tioga (Morgan Christopher), Susquehanna River Valley Visitors Bureau (Timothy Dowhower), York County CVB (Christine Tobias), Arlington Convention & Visitors Service (Cara O'Donnell), Visit Fairfax (Ali Morris), Fredericksburg Region Tourism (Debbie Aylor, Danelle Rose), Front Royal / Warren County (Felicia Hart), Hampton CVB (Elizabeth Severs), Harrisonburg Tourism & Visitor Services (Brenda Black), Lexington & Rockbridge Area Tourism (Patty Williams), Visit Loudoun (Jen Sigal), Lynchburg Office of Economic Development & Tourism (Krista Boothby), Prince William County Office of Tourism (Nicole Warner), Richmond Region Tourism (Meghan Gearino), Shenandoah County Tourism (Jenna French), Shenandoah Valley Travel Association (Kathy Moore), Visit Virginia's Blue Ridge (Taylor Spellman), Winchester-Frederick County CVB (Justin Kerns), Hampshire County CVB (Jonathan Bellingham), Pocahontas County CVB (Chelsea Walker)

Call to Order: Kaitie Burger, Chair

Welcome / Introductions / Marketplace Info: Anna Weltz, Marketplace Host

Table Numbers: If you were told that you have a table for dinner. That number is the table for marketplace. Set up to put you close to neighbors.

Membership Updates: Melissa Muntz, Chair Elect

We have a total of 68 members. Four members did not renew. They will be removed from the website following Marketplace. We are working to get some of these people back on board; mostly were due to changes in staffing.

Approval of Minutes: Cory Van Horn, Secretary

Motion to Approve: Greg Pizzuto

Second: Debbie Aylor

Approval of Treasurer's Report: Nicole Warner, Treasurer

Not much has changed since the last meeting as not all of the expenses for Marketplace are submitted yet. There is a misc expense for \$19.99 to cover checks ordered from the bank. The marketing expense is flashdrives purchased for Marketplace.

Motion to Approve: Jen Fleck

Second: Morgan Christopher

Committee Year in Reviews

Social Media Committee: Aaron Jumper, Committee Chair

Please be sure to follow #MATPRA2018 and the MATPRA Marketplace account. Encourage you to tag @laurelhighlands in your Marketplace post. The committee will be shifting processes to ensure that all members are featured across channels; please stay tuned for details.

Media Committee: Jenna French, Committee Chair

The committee had a very busy year. Typically, our committee ends in April but the group selected to meet over the summer to make updates to the application process for 2019. Moving forward, we will score the bloggers differently than the traditional writers. This is to prevent the blogger scores from getting inflated (with additional points available for social media). We are working developing some FAQ to help writers to apply and to navigate which form they should submit.

The group has also been working with the professional development committee to have a more interactive panel this year.

Professional Development Committee: Lyn Lewis, Committee Chair

We have a lot of different types of professional development opportunities throughout the year including presentations from both internal and external discussion leaders focusing on crisis communications, media tracking plans, and more.

The committee is suggesting a similar mix of professional development moving into the 2019 year. This committee will be seeking a new chair & new members as Lyn Lewis is stepping down from her role. Thanks to Lyn for her commitment to the group.

Website Committee: Ali Morris & Krista Boothby, Committee Co-Chairs

This year has been full of transition as we learn how the new site functions. Moving into the new year, the group's main focus will be to continue to improve on the issues that were experienced before, as well as ensuring that the content is updated with seasonal images, etc.

If you have questions regarding your access to the site, please see Ali Morris. Log-in information will be centralized with one username per DMO.

Thank you for your continued patience as we work to iron out some bugs with the new system. The committee is working hard to streamline processes moving forward.

Marketing Committee: Patty Williams, Chair

Popup banners will be on display during Marketplace. The next project will be recreating the marketing materials and separating into a piece for journalists and a piece for DMOs. The group is in search of testimonials to use in these pieces.

If you are currently not participating in a committee and are interested in getting more involved, please see a representative from the Board or the chair of the respective committee.

Upcoming Group Press Releases

November: Small Business Spotlights

December: Holiday Happenings

Next Quarterly Meeting

Hampshire County, WV at Capon Springs on Friday, October 19. This is the first meeting that will count towards Marketplace 2019 eligibility. To RSVP, please email Jonathan Bellingham.

Member Recognitions

A number of MATPRA members were recognized for their contribution to the organization in FY 2017-18.

- Perfect Attendance: Danielle Jonigan
- Hosts with the Most (for quarterly meeting hosts): Anna Weltz, Cara O'Donnell, Vanessa Junkin, Rick Dunlap
- Stand-Out Performance: Krista Boothby for commitment to two committees, Jenna French for her leadership of the media committee and willingness to lead the panel discussion during Marketplace.

Motion to adjourn: Cara O'Donnell

Second: Justin Kerns