



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

MATPRA Quarterly Meeting

Friday, July 20

Harrisburg/Hershey, PA

Members Present

Delaware's Quaint Villages (Danielle Jonigan), Southern Delaware Tourism (Tina Coleman), Carroll County Tourism (Bonnie Staub), Visit Baltimore (Kelly Nagle & Abby Vitaliano), Visit Frederick (Melissa Muntz), Visit Hagerstown (Betsy DeVore), Visit Montgomery (Cory Van Horn), Pennsylvania Tourism Office (Natalie Buyny), Central PA Convention & Visitors Bureau (Andy Rupert), Cumberland Valley Visitors Bureau (Aaron Jumper), Destination Gettysburg (Carl Whitehill), Discover Lancaster (Joel Cliff), Discover Lehigh Valley (Kaitie Burger), Endless Mountains Visitors Bureau (Morgan Christopher), Explore Altoona (Jennifer Fleck), Franklin County Visitors Bureau (Lauren Cappuccio), Hershey/Harrisburg Regional Visitors Bureau (Rick Dunlap), Huntingdon County Visitors Bureau (Ed Stoddard), Laurel Highlands Visitors Bureau (Anna Weltz), Pennsylvania's Americana Region (Lisa Haggerty), Pocono Mountains Visitors Bureau (Kelly Shannon), Susquehanna River Valley (Timothy Dowhower), Visit Erie (Chris Temple), Visit Pittsburgh (Melissa Wade & Kristin Wenger), Visit Potter – Tioga (Morgan Christopher), Visit Valley Forge (Rachel Riley), Fredericksburg Regional Tourism (Debbie Aylor), Harrisonburg Tourism (Brenda Black), Prince William County Office of Tourism (Nicole Warner), Stay Arlington (Cara O'Donnell), Visit Fairfax (Ali Morris), Visit Loudoun (Jen Sigal), MATPRA (Julia Harris),

Membership Updates - Kaitie Burger

- Finished fiscal year with 69 members. Currently have 28 members renewed. All membership dues are to be paid by July 31.
- Kaitie: Can pay online with PayPal. You will not be able to come to Marketplace if you don't renew. Reservations for marketplace will be canceled if dues are not received.

Approval of Minutes – April 20, 2018 (Wicomico County, MD) - Cory Van Horn

Motion to Approve: Morgan Christopher. Second: Ed Stoddard. Motion passes.

Approval of Treasurer's Report - Nicole Warner

Motion to Approve: Ed Stoddard. Second: Joel Cliff. Motion passes.

Committee Reports

Social Media Committee - Aaron Jumper, Committee Chair

- Post every Monday – Friday
- 6% growth in followers
- Slight decrease in engagement
- If you have any story ideas send to Aaron's email.
- Kaitie: Encouraged people to join the MATPRA Facebook group

- If you share on the MATPRA Group Page: Stories get picked up from there.

Media Committee - Cory Van Horn, Board Liaison

- Kaitie: Explained people what the writer application process. It's a really go way to get to know the writers. If you are interested getting deeper into the organization, recommend joining the media committee. Committee is working hard to revise the process.
- Rick: Do we get the media list before the marketplace. Kaitie: Early Sept the list will be sent.

Professional Development Committee - Kaitie Burger, Chair

- Chair of committee is not here today. Rick will give a presentation on professional development. We are working to get more training. Reach out if you have any ideas. The committee is in need of some new participants.

Website Committee - Carl Whitehill, Committee Chair

- The website has gone through some changes since the last marketplace. To get us launched in time for marketplace, focused on getting launched. Then focused on updating and improving. Found a hiccup in the usernames to the members. As we started issuing the passwords and usernames, but not everyone is getting one. The web company is working on a fix for the issue. We know that's important for you guys. There were a lot of messages requesting user names. The good news is that the website committee has usernames. The committee has been dissecting projects. The committee is shifting in the leadership. Our focus is to get the website to the point of very function. It's where we want to be as a good start. Looking for images that highlight the entire members.
- For those who have had the ability to upload events. They are doing very well in people finding the events; a lot of them have been within 50 to 75 hits.
- DMOs should submit 6 big annual events. Things that are a little evergreen or happen year after year. We capped it at 6 to prevent one DMO filling with only their events. Don't forget to load winter events.
- Our goal is to make uploading events available to everyone. The old site was nothing to brag about. It didn't do the job for it.

Marketing Committee - Jen Sigal, Board Liaison

- Patty is working on designing the state pop-up banners. \$1,000 budgeted. We will be under the budget. Making updates on the design. The goal with getting printed before marketplaces.
- Working on some other marketing pieces. Updating current brochure with the new logo. Creating a brochure to get new members. We received some good testimonials.
- The marketing committee need photos for the marketing pieces. The board is looking for a way to streamline the submission process.
- Kaitie: Send any DMO testimonials to the MATPRA Gmail account for inclusion on marketing materials.
- Looking to capture some quotes on how important market places. Also looking for quotes on how involved and networking opportunities
- Jen: The Gmail is checked by Julia and the board frequently.

Media Marketplace Update - Anna Weltz, MATPRA Marketplace 2018 Host

53 DMOs registered for a total of 63 participants. 49 journalists RSVP'd

Thanks to Nemaocolin: Keynote and panels are set for the most part. All travel arrangements have been booked for the speakers.

- Keynote Speaker: Mark Conway
- Panelists: Kassondra Kloos, Devorah LevTov, DeMarco Williams

Registration is closed. If you haven't booked your room yet, please do so immediately. There is a room block at Hilton Garden Inn that is 20 mins away for secondary rooms and/or overflow.

Next Steps:

- Currently working on selecting fam tours for everyone.
- Expect an email from Anna on what to pack.
- Event schedule is on the back of the sheet..... NOTE: Look at Anna's sheet
- Tear down the table like you've never have before - quick turnover before FAMs
- Thank you to everyone who has sponsored. Sponsorships are still available ranging as low at \$500.

Marketplace logistics:

- Everyone will get 6-foot tables. Do not bring giant banners. Only tabletop displays.
- The giveaway is \$5-\$6 per item. If you have gotten the most recent update email. We are collecting one sheets for the writer flash drive. Submission goes to Julia. August 17 is the deadline. You are also welcome to bring printed materials.
- Make sure to bring business cards. You will get a list of media ahead of time.
- There is plenty of networking throughout the event.

Anna: Check with her to make sure you paid.

Pre & Post FAMs - Melissa Muntz, Chair Elect

- Three official pre-FAMs, 3 official post-FAMs.
- There are a couple of DMO's doing Fams on their own. Registration has closed. Writers can reach out to destination that is hosting.
- Reminder: Writers are expected to cover their own transportation to and from Marketplace. All writers have been notified.
- FAMs are a great way to get a smaller group of writers to see your destination.
- Kaitie: Reminder: The reason why we don't change tours is to protect liability and to make sure the writers are spread out among the DMO's.

As in past years, feel to spread the word of writers who don't know MATPRA to sign up for next year.

DMO Profile Sheets - Kaitie Burger, Chair

Due to Julia by August 17 for inclusion on flashdrives at Marketplace.

Old Business

Membership Dues - Kaitie Burger, Chair

- Due by the end of July. If there are questions on who has paid or not, talk to Julie. Dues need to be up to date in order to attend marketplace. You can pay online this year via Paypal. There is a

slightly higher fee to cover the cost of the fees that pay pal charges. That way we can still get \$200 to the organization.

- Julia: Email Julia to invoice via check or PayPal. We are no longer requiring
- We are working hard to collect contact updates. To make sure we have a correct list so that everyone is up to date.

Incorporation & Bylaws - Kaitie Burger, Chair

- Thanks to Jen's awesome work. We have moved forward with making the bylaws more legal. We found out that some of the things we wanted to add to the bylaws, we learned that we don't have to have them. We will be establishing a formal doc that will cover policy and procedures.

New Business

Proposed Budget FY 18-19 - Kaitie Burger, Chair

- Budgeted for 60 members. Decided to leave \$500 for marketplace back to MATPRA from the event. The host does not make a profit with marketplace.
- Website: The fee is billing annually so it is slightly higher. Reserved an amount for additional development.
- Marketplace and Marketplace: Everything is the same.
- Now that the bylaws are in place, we are working toward moving money to the reserve accounts and get credit cards established.
- Motion to Approve: Debbie Aylor. Second: Brenda Black. Motion passes.

Marketplace RFP - Kaitie Burger, Chair

- The RFP is available for people to review.
- Background: We open up the RFP every year. Look at costs and budget numbers of what have happened in the past. Also, outlines dates, meeting space, size. Try to avoid certain dates.
- A committee consists the board and the past three hosts to review the proposals. Due Friday, Aug. 10
- Committee will be reviewing in late August and will announce at marketplace.
- Kaitie: Wanted to take time to hear tips and suggestions from past hosts
- Chris: The application process was really easy. Looked to past hosts for suggestions. The application is pretty simple. The actual marketplace. Keep it simple. It's easy to get deep into the minutiae. DMO's are the hardest to organize. It's not as hard as you would think. There was not a lot of cost to the DMO.
- Be creative with tours and events. Make sure you have activities that people can be hands on.
- Anna: Found past hosts have been helpful in hosting the event.
- Cara: Your biggest thing to keep in mind is to get your hotel on board. That is the biggest commitment to get into place. And get a general idea of tours and events.
- Kaitie: In the RFP, we are not looking for exactly everything in place. Mainly looking for hotel partners. You will not be locked in. Attendees has been 125 to 130 range.
- Still getting requests from writers. And the members definitely saw the value. It was a matter of follow-up.

- Carl: A regional approach to marketplace. Had two DMO's to partner. It worked out financially. Used to be 3 night 4 days. The regional approached is the flexible for tours and spread things out.
- Kaitie: The dates are flexible. It doesn't have to be in September. It can call in May – October.

Goals for FY 18-19 - Kaitie Burger, Chair

Opening up the floor to address the goals for this year.

Last year we looked at big term goals. Accomplishments:

- Getting testimonials
- Getting new marketing pieces
- Expanding professional development
- Liabilities and crisis communications
- Vetting bloggers
- Connections for events and conferences
- Reinstated Facebook group
- Reached out to new members and got sign ups.
- Shift how we do our group releases.

Group Releases: The process was streamlined. Created a Google form to collect the information into one place. Julia export entries and forwards to the person responsible for that month's release.

One of our big goals this year is to create a historical library for the organization. Want to create one home for all of our organizational documents and digitize the files. This will allow us to track the trends over the years.

Kaitie's Other Goals:

- Continue marketing materials.
- Establish a seamless way to submit photos to the organization of DMO's

From the Group Goals:

- Would really like to see the committee to clean up all the hiccups so that way can really improve the website as a tool for the organization. We need to fix the problems soon to add more over time.
- Group press releases - establish confirmation receipts
- Improving our media lists and clean it up & to make sure we have the most up to date lists for marketplace.
 - Kaitie: We look for member DMO's to share the MATPRA story with those writers. We do have writers for the MATPRA for the gmail account and they get forwarded.
- Looking to grow the region into Canada and getting monthly editorials up to Canada.
 - Jen: Joined TMACK and attended Canada tradeshow. Morgan: Asks if MATPRA should sponsor the Canada events or other events.
 - Kaitie: Looking to shift dollars from wire releases to events. Nicole: Who would manage that? Media committee? Kaitie: Not sure. Looking to continue to get special intro rates or co-op style programs.
 - Andy: What about LinkedIn advertising? Nicole: Find writers on Twitter. Joel: Instagram seems to be attracting younger people.

- Kaitie: We do have an Instagram channel for marketplace. Ali: Focus on getting hub and then worry about adding the channels. Kaitie: Maybe our focus could be rotating Instagram takeovers. To help spread the workload.
- Create a Google sheet to collect data on hits from DMO's to showcase all these stories from the region. To use as historical data. The idea would create a template to DMO's can submit the MATPRA related articles.
 - Melissa: We want a good amount of new media. But then we want people who would write about and travel to this region. Ali: It's a great way to communicate as an organization and discover when destinations were featured. Kaitie: We need to do a better job "tooting our own horn."
 - Rick: Have we talked about a place like a Yelp on good to host and not good to host. Kaitie: Informally, the Facebook group has been helpful in knowing who is good to host.
 - Ed: Is there a formal scoring system? Kaitie: The media committee worked really hard to update the scoring. The media committee is looking to change the scoring process to help with scoring to split out the bloggers vs. writers. Including in the FAQ: Detailing and encouraging writers to submit their best. Melissa: The scores we are giving are by no means a secret to this group. That being said, we try to release them to the public. If someone is borderline, we have discussions.
- Have we thought about reaching out to the general public to the website.
 - Ed: You have to be careful of your target audience and thinking about developing a second site.
- Producing video content about Marketplace. Look at IFM and IPW's promotional videos. To promote new members as well as journalists. Our biggest challenge right now is that "you don't get it" until you attend your first meeting. Maybe have a video person to film testimonials at the Laurel Highland's marketplace to use in future marketing.
 - Kaitie: We don't have photography to represent marketplace as a whole. Ed: Have a ton of photos of Marketplace.
- MATPRA approved designation for the writer
- The media committee looked at creating a contest to get writers to submit clips.
- We could create a newsletter or a survey for the writer's to get people to submit.

Professional Development - Rick Dunlap, Visit Hershey & Harrisburg Modern protocols and new industry standards... "How do we keep score in PR?"

Terms of Engagement:

- PR = Action
- Paid Media = Outcome

PESO Model: Paid vs Earned

Origin Story: At one point, paid media vs earned media were balanced.

Then the 90's happened: Introduction of the web, social media and blogger sites were created.

What Changed: How we communicated and connected to the world.

What Didn't Change: How PR measured and valued earned media.

There's time for new rules: PR realized that they needed to do something as an industry in measuring value.

The new model would need to adhere to a strategic measurement practices.

The summit in Barcelona, Spain established the Barcelona principles.

Barcelona principles

- An industry wide consensus in establishing standards on the individual level. "Here is the framework and you can establish our own metric standards. And they have to be aligned to the goals of the organization."
- Earned media evaluation should consider the quantity and quality of coverage.
- Advertising cost no longer equates to the value of public relations.
- Impressions, readership multipliers should be discounted as inherently subjective and they grossly underestimate real potential exposure in today's online universe.
- Online publications can grow in exposure overtime. The problem with traditional vs digital is that you are either too small or too big.

Measure Outcomes: Not Output as a metric of success in PR.

Consider the organizational goals in addition to business results when developing PR plans. If you do put out press releases, make sure they are aligned with the goals.

PR Measurement should be done in a manner that is transparent and replicable.

You need to include your leadership with the metrics and measurables from the beginning.

Don't forget to listen to your audience as part of your review of earned media. Don't forget to read the comments when an article is published. The comments are a gold mine of getting feedback on service and feedback of the destination.

Group Therapy:

- Gathering Earned Media: Are you actively looking for clips and news stories. How are you doing it?
- Joel: We still get 25% of our publications through print.
- Cara: We still use Burrels. Their media database is very bad.
- Rick: Uses Meltwater
- Kelly: TrendKite has really good tools to evaluate the social implication of articles and tools to drive the organization. The problem is that the ad values were really low. There are challenges with Burrels customer service. They are expensive.
- Rick: The takeaway is that if you are not using a clipping service, then you are missing a huge opportunity to show press.
- Joel: Uses calendar reminders to trigger to reach out to the press to follow-up with the media to see what has been published.
- Do you have a media database?
- What services do you use? Most use Simpleview.
- Rick: Transfer from Meltwater database to Simpleview. Though it's never up to date. The problem is it is a very labor intensive.
- Nicole: Simpleview can be time intensive. But you don't have to do it all at the same time. Avoid doing spreadsheet.

Reporting: What metrics are you currently reporting for earn media?

- Report the visual nature of the article.
- Partner Value: Multiply ad value by the number partners and that is considered the partner value.
\$10,000 ad value X 4 partners = \$40,000 partner value.
- Look at does the article catch at the president or the board.
- Are you currently looking at reporting more output vs outcomes.
- 20 Points of Light
 - Total Clips: Quantitative
 - Source of the Story: Earned vs Organic
 - Medium: Outlets
 - Regions: All target markets
 - Tone: Positive, negative or neutral
 - Areas of Interest:
 - Article Type:
 - Topics: Destination, Event, Industry, Local, Org or Other
 - Photos: Yes/No
 - Video: Yes/No
 - Our URL: Yes/No
 - Bureau Name: Yes/No
 - Bureau Quote:
 - Circulation
 - Ad Value
 - Summary
 - Partner Mentions
 - Score
 - Outlet/Author
 - Date of Article

Rick: Conducted a partner focus group. Found that the main value for the partner was when we brought a travel writer to the front door and when the article is sent to them directly.

Group Press Release - Kaitie Burger, Chair

Ghost Tours & History is due September 7. Will be distributed to master media list in early October.

Next Quarterly Meeting: Hampshire County, WV

Friday, October 19 at Capon Springs Resort. Overnight rate will be \$103 per person. Additional details will be available in coming bi-weekly membership emails.

Motion to Adjourn: Morgan Christopher. Second: Anna Weltz. Meeting adjourned.



2018 - 2019 MATPRA Group Release Schedule

Please include a 50-word evergreen entry with the full name of the DMO, the DMO contact's name and email address, and the DMO website. Submissions are completed via a Google form that will be distributed in the bi-weekly eblast.

July: Major Destinations in U.S. History

Due Monday, June 4; coordinated by Leah Spellman

August: National Family Fun Month (Must-See Attractions)

Due Friday, July 6; coordinated by Kelly Shannon

September: Foodie Favorites (Signature Local Dishes)

Due Monday, August 6; coordinated by Morgan Christopher

October: Ghost Tours & Historic Haunts

Due Friday, September 7; coordinated by Cory Van Horn

November: Small Business Spotlight

Due Friday, October 5; coordinated by Krista Boothby

December: Holiday Happenings (Christmas & New Year's Celebrations)

Due Monday, November 5; coordinated by Lyn Lewis

January: What's New for 2019

Due Friday, December 7; coordinated by Lisa Haggerty

February: Ready for Romance (Unique Date Nights & Getaways in the Mid-Atlantic)

Due Monday, January 7

March: Made in the Mid-Atlantic (Factory Tours & Hands-On Experiences)

Due Friday, February 8

April: America's Oldest (Celebrating the Oldest of its Kind Still Open for Business)

Due Friday, March 8

May: Farm Fresh (Pick-Your-Own & Farmer's Markets)

Due Monday, April 8

June: Pride Celebrations

Due Monday, May 6

July: Outdoor Adventures (Parks, Trails, & Watersports)

Due Friday, June 7