



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Annual Meeting

September 24, 2019 | Short Pump, Va.

Call to Order: Melissa Muntz, Chair

Welcome/Introductions:

Delaware - Jessica Arrigo, Greater Wilmington; Danielle Jonigan, Kent County; Southern Delaware

Maryland - Matthew Scales, Maryland Office of Tourism; Susan Seifried, Visit Annapolis; Abigail Vitaliano, Visit Baltimore; Hilary Dailey, Calvert County; Sandy Turner, Cecil County; Jason Aul, St. Mary's County; Kellie Hinkle and Catherine Herbert, Charles County; Melissa Muntz, Visit Frederick; Greg Pizzuto, Harford County; Crystal Abrom, Howard County; Jana Carter, Kent County; Cory Van Horn, Montgomery County; Carl Smith, Prince George's County; Lisa Gallow, Queen Anne's County; Betsy DeVore, Washington County; Vanessa Junkin, Wicomico County

Pennsylvania - Tori Hartman and Michael Chapaloney, Pennsylvania Tourism Office; Jennifer Fleck, Explore Altoona; Tiffany Hernandez, Butler County; Ed Stoddard and Andy Rupert, Central PA CVB; Josiah Jones, Clearfield County; Aaron Jumper, Cumberland County; Morgan Christopher, Endless Mountains and Visit Potter-Tioga; Natalie Buyny and Rachel Wright, Destination Gettysburg; Matt Price and Susan Penning, Huntingdon County; Joel Cliff, Discover Lancaster; Anna Weltz, Laurel Highlands; Kaitie Burger, Discover Lehigh Valley; Karli Vincent, Pocono Mountains; Timothy Dowhower, Susquehanna River Valley; Christine Tobias, Explore York

Virginia - Andrew Cothorn, Virginia Tourism Corporation; Cara O'Donnell, Arlington; Ali Morris, Fairfax County; Debbie Aylor, Fredericksburg Regional Tourism; Leslie Baker, Hampton CVB; Jennifer Bell, Harrisonburg Tourism; Patty Williams, Lexington and Rockbridge Area; Jennifer Sigal, Loudon County; Nicole Nussbaum and Sarah Hughes, Visit Norfolk; Rebecca Cutchins, Newport News; Lori Landes-Carter, Orange County; Nicole Warner, Prince Williams County; Erin Bagnell and Meghan Gearino, Richmond Region Tourism; Jenna French, Shenandoah County; Kathy Moore, Shenandoah Valley Travel Assoc.; Justin Kerns, Winchester-Frederick County

West Virginia - Jonathan Bellingham, Hampshire County; Chelsea Walker, Pocahontas County

Welcome / Introductions / Marketplace Info

Erin Bagnell, Marketplace Host

Reminder to meet in the lobby at 4:45 p.m., to depart for the evening reception at Fine Creek; Marketplace floor will be open 9 a.m.-12 p.m., Wednesday.

Membership Updates

Melissa Muntz, Chair

Members are asked to send an email to midatlantictourism@gmail.com if not receiving bi-weekly emails.

Approval of Minutes - July 19, 2019

Anna Weltz, Secretary

Motion to approve: Matt Price

Second: Cara O'Donnell

No opposed, all in favor

Approval of Treasurer's Report

Nicole Warner, Treasurer

Organization is doing very well financially; the \$100 fee under legal and accounting expenses was for the 18-19 taxes. No questions from membership.

Motion to approve: Morgan Christopher

Second: Jenna French

No opposed, all in favor

A Year in Review

Marketing Committee

Rachel Wright

One-sheets for media and potential DMO members are available on the website. Creating a list of new projects. Anyone interested in joining the committee is encouraged to contact Rachel Wright.

Website Committee

Ali Morris and Krista Boothby

Walk-through demonstration on how to add events and news posts to the website. Events approved on a rolling basis, so members can have six events on the calendar on any given day. News posts should be very evergreen and super newsworthy. DMOs permitted four per year and each should have a long shelf-life. Be careful with event-specific content.

Check your DMO listing and let Ali or Krista know if any adjustments need to be made. Information is also available on the website for quarterly meetings, group press release topics and deadlines, and research and notes from any presentations or conferences members attend.

Social Media Committee

Aaron Jumper

Please use #MATPRA2019 in your social posts during Marketplace. DMOs have been assigned to a social media committee member who will schedule posts on the MATPRA account on your behalf. Handout distributed with that information. If you did not receive or lost, contact Aaron Jumper.

Media Committee

Jenna French

Committee is breaking down media applications by job role (editor, freelance, blog, etc.) to better gauge applicant. Will establish a waitlist for 2020 Marketplace and will weigh habitual drop-outs for acceptance going forward.

Policies and Procedures

Melissa Muntz, Chair

Members receive copies of the organizations by-laws and policies and procedures. By-laws are organizational leaglese. Policies and Procedures are operating policies that can be adjusted.

Group Press Releases

November: Heritage and Culture

Due Friday, October 4, via Google form

December: Holiday Happenings

Due Monday, November 4, via Google form

January: What's New for 2020

Due Friday, December 6, via Google form

Next Quarterly Meeting: October 18, 2019

Butler County, PA

This meeting will be the first meeting in order to be eligible to attend the 2020 Marketplace.

Tiffany Hernandez will be our host. The meeting will be held at the Best Western Plus (5001 Cranberry Springs Drive, Cranberry Township, PA 16066) on Friday, October 18 from 10 a.m. - 2 p.m. Rooms are available at the Best Western on Thursday. If you are planning to arrive on Thursday, join us for a group dinner and tour of the UPMC Lemieux Sports Complex (practice facility for the Pittsburgh Penguins) at 5 p.m.

Closing Comments / Adjournment

Melissa Muntz, Chair

Motion to adjourn: Krista Boothby

Second: Danielle Jonigan

No opposed, all in favor