



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Quarterly Meeting

October 18, 2019 | Cranberry, Butler County, PA

Call to Order

Melissa Muntz, Chair

Welcome to Butler County

Tiffany Hernandez, Meeting Host

Butler County is home to PA's third largest state park and several charming small towns. UPMC's Sports Complex is home to the Pittsburgh Penguin's practice facility. Butler County welcomes numerous hockey tournaments at the facility and the area has seen a boom in development. Nearby Mars, PA, hosts the Mars News Year's event with all kinds of events and activities in town and around the iconic flying saucer.

Introductions

Delaware - Caitlin Chaney, Southern Delaware

Maryland - Matthew Scales, Maryland Office of Tourism; Melissa Muntz, Visit Frederick; Cory Van Horn, Montgomery County

Pennsylvania - Jennifer Fleck, Explore Altoona; Tiffany Hernandez, Butler County; Ed Stoddard, Central PA CVB; Morgan Christopher, Bradford County, Endless Mountains and Visit Potter-Tioga; Chris Temple, Visit Erie; Natalie Buyny and Rachel Wright, Destination Gettysburg; Liza Gutshall and Susan Penning, Huntingdon County; Olivia Bragdon, Visit Johnstown; Anna Weltz, Laurel Highlands; Kaitie Burger, Discover Lehigh Valley

Virginia - Nicole Warner, Prince Williams County

West Virginia - N/A

Membership Updates

Melissa Muntz, Chair

Central PA CVB has rebranded and is now known as Happy Valley Adventure Bureau. Congrats to MATPRA members Ed Stoddard and Andy Rupert on the launch of the new brand.

Morgan Christopher now represents another DMO for Bradford County, PA, which will now geographically link Endless Mountains and Visit Potter-Tioga.

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

Approval of Treasurer's Report

Nicole Warner, Treasurer

Organization is doing very well financially. Taxes have been paid for FY 2019. No questions from membership.

Motion to approve: Morgan Christopher

Second: Chris Temple

No opposed, all in favor

Committee Reports

Marketing Committee

Rachel Wright

One-sheets for media and potential DMO members are available on MATPRA.org under Member Links. Committee will focus on marketing to journalists and the board will work on recruiting and retaining DMO members.

Group would like to grow media contacts in Canada. Plans in the works to court Canadian journalists, but will have to be mindful of their laws pertaining to email solicitation. Nicole will contact our attorney for advice on how to proceed. Details to come from committee. Marketing and social media committees to work together to create a marketing plan to focus on marketplace applications.

Anyone interested in joining the committee is encouraged to contact Rachel Wright.

Website Committee

Melissa Muntz, Chair

No formal update, but contact Ali Morris or Krista Boothby if you have trouble logging in or adding events to the MATPRA website.

Information is also available under Member Links for quarterly meetings, group press release topics and deadlines, and research and notes from any presentations or conferences members attend.

Social Media Committee

Kaitie Burger, Immediate Past Chair

40-50 photos posted to Instagram during Marketplace using #MATPRA2019. 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. All social media accounts now focus on year-round content, not just Marketplace.

Media Committee

Cory Van Horn, Chair-Elect

Marketplace media applications have been broken down 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. Will implement an acceptance, wait list and decline list for 2020 Marketplace.

FAQs were developed for 2019 that helped ease concerns from past attendees and guiding new media through the process. Acceptance and decline letters were also updated. If you have a media contact

who was declined, please refer them to media committee for details. Please contact Jenna French to join the media committee.

Morgan Christopher suggested a "Save the Date" type email, detailing the Marketplace location, date, application timeline, etc. Kaitie Burger will be working to organize the master media list.

Marketplace 2020 Update

Melissa Muntz, Chair

Danielle Jonigan unable to attend, but plans are in the works. The board will meet with Danielle and her DMO team for a site visit in Spring 2020. Board will also participate in regular calls with site team.

Marketplace 2019 Recap

Melissa Muntz, Chair

See charts and media feedback forms for details. Overall, very well-received and enjoyed event. Using this data to tweak format for 2020 event to include newcomers' reception, increase the cost of a second DMO representative from \$200 to \$500, professional development will either be eliminated or moved to annual meeting portion, and an emphasis will be placed on hyping up announcement of 2021 site.

If you did not send a profile sheet for Marketplace attendees, please do so now by email to midatlantictourism@gmail.com. Media guests have the link to the file and have said how helpful these are to have in advance of event and for follow ups.

Susan from Huntingdon County shared that following her first marketplace, she will be hosting a writers' retreat in November. Jennifer from Altoona shared how her appreciation for Melissa Muntz providing emcee duties at each group event.

Several members expressed how important the FAM tours and correlating travel time is for networking. May seem tedious, but an opportunity to chat with a captive audience while on the bus or bonding while enjoying an experience.

Break for Lunch

Approval of Minutes - Sept. 24, 2019

Anna Weltz, Secretary

Motion to approve: Morgan Christopher

Second: Matthew Scales

No opposed, all in favor

Professional Development

Susan Kroll, Kroll Media

Group Press Releases

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: January 17, 2020

Virginia's Blue Ridge

Taylor Spellman will be our host. The meeting will be at the Hampton Inn & Suites Downtown Roanoke. A group rate is available Thursday-Saturday nights. The snow date for this meeting will be **February 20**, so please hold this date on your calendar if you plan to attend. Stay tuned to your bi-weekly e-newsletters for more details.

Closing Comments / Adjournment

Melissa Muntz, Chair

Motion to adjourn: Nicole Warner

Second: Morgan Christopher

No opposed, all in favor