



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Quarterly Meeting

July 19, 2019 | Hagerstown, MD

Call to Order: Melissa Muntz, Chair

Welcome/Introductions: Jessica Colosanti, Greater Wilmington CVB; Danielle Jonigan, Kent County Tourism Corporation; Susan Seifried, Visit Annapolis & Anne Arundel County; Abigail Vitaliano, Visit Baltimore; Sandy Turner, Cecil County Tourism; Maggie Boyden, Charles County; Melissa Muntz, Visit Frederick; Greg Pizzuto, Visit Harford; Crystal Abrom, Visit Howard County; Carl Smith, Prince George's County; Ashley Chenault, Queen Anne's County; Mary Wagner, Visit St. Mary's County; Betsy Devore, Visit Hagerstown; Tori Hartman, VisitPA; Ed Stoddard, Central PA CVB; Aaron Jumper, Cumberland Valley; Morgan Christopher, Endless Mountains and Visit Potter-Tioga; Rachel Wright, Destination Gettysburg; Matt Price and Liza Gutshall, Huntingdon County; Anna Weltz, Laurel Highlands; Kaitie Burger, Discover Lehigh Valley; Timothy Dowhower, Susquehanna River Valley; Christine Tobias, York County CVB; Ali Morris, Visit Fairfax; Jenn Sigal, Visit Loudon; Sarah Hughes, Visit Norfolk; Krista Boothby, Lynchburg Office of Economic Development and Tourism; Erin Bagnell, Richmond Region Tourism

Comment from Host: Dan Spedden, Visit Hagerstown - Welcome to Hagerstown and Washington County, MD. Tremendous growth in tourism in this area with the C&O Trail and playing host to a number of tournaments including USA Cycling National Amateur road race.

Member Updates: Melissa Muntz, Chair

Currently have 73 members. Over half are in attendance. We continue to get new members all the time. If you know neighboring DMO's that are not members, encourage them to join the organization. Annual dues must be paid by the end of July to participate in Marketplace. Please get your payments in soon.

Approval of Minutes – April 12, 2019: Anna Weltz, Secretary

Motion to Approve: Morgan Christopher

Second: Krista Boothby

Approval of Treasurer's Report: Melissa Muntz, Chair

Miscellaneous expenses include the newly designed marketing sheets created by committee

Motion to Approve: Greg Pizzuto

Second: Sandy Turner

Committee Reports

Marketing Committee: Rachel Wright

Committee has worked hard to create two new marketing sheets to be used for on-boarding DMOs and recruit media. These files will be distributed to the membership via email newsletter with links to PDFs.

Kaitie Burger - Please share with your media contacts and media guests. Still collecting images in the Google Drive for these projects and more.

Website Committee: Ali Morris

If you need help logging in, please contact Ali Morris or Krista Boothby. System in place to add new news posts. Details coming soon to membership. Recommending four per year from DMOs with evergreen content. Will be done through the website's portal.

DMO's are encouraged to have six events on the MATPRA site, this is a rolling count, not a yearly maximum. Events need to be larger, visitor friendly events like festivals, once in a lifetime opportunities and media-friendly.

If you have any media stories as a result of MATPRA, please send to Ali or Krista to be incorporated into the site. Reminder will come via e-newsletter.

Looking into widget to incorporate that will allow MATPRA-related social media posts to the site.

Krista Boothby - planning a walk-through presentation at Marketplace annual meeting. Google analytics underway. Typically lots of traffic August and September.

Tina Coleman is reaching out to DMOs who do not have images on their profile and adding images to website headers.

Social Media Committee: Aaron Jumper

Updated Instagram to be MATPRA (@midatlantictourism) as a whole rather than Marketplace-specific. Send images to Aaron Jumper for inclusion.

Running ads on Facebook account and looking for content for those ads. If you have a media story that includes many members, please post to the private MATPRA group. Aaron uses many of those posts for social content.

Committee members have been assigned a group of DMOs and dates to post content from those DMOs. Please contact Aaron if you are unsure who your committee representative is.

Erin Bagnell - please use #matpra in your posts to be included in the Marketplace feed!

Media Committee: Anna Weltz on behalf of Jenna French

Media scoresheet has been tweaked for 2020; focus on breaking down media by category and asking more relevant questions. Always an on-going process.

Media Marketplace 2019 Update: Erin Bagnell, Host

Registration is open; DMO has evolved into a regional entity to cover the city and surrounding five counties. This event will focus on the new regional partners to the west in Short Pump. Hotel is offering bookend rates. Please call the hotel directly to reserve.

FAM tours are about 25 minutes from the hotel via shuttle. Thanks to all who have sponsored parts of the event. Sponsorships still available if you're interested.

Our media panel will focus on diversity in marketing. Panelists include:

- Patrice Williams: <https://lookingflyonadime.com/about/>
- April Stamm: <https://www.edgemedianetwork.com/index.php?ch=search>
- Matthew Shapiro: <https://www.6wheelsconsulting.com/>

Reminders will be sent to sponsors about shipping promo items and any social add-ons that are part of sponsorship purchased.

DMO Member Expectations and Info for Marketplace: Melissa Muntz, Chair

Marketplace will be held Tuesday-Thursday and all members are expected to attend the annual meeting, which will be at 3 p.m., Tuesday in the hotel, and stay through the closing lunch on Thursday. Marketplace will be held Wednesday morning.

DMOs will likely begin set up Tuesday upon arrival. Bring tablecloth to fit a 6-foot table, some collateral, giveaway items must be valued at \$5 or under and tabletop displays must be 18 inches tall or less. Roughly 30 minutes to 1 hour between Marketplace and FAMS, depending on which tour you're assigned.

Once FAM tours are assigned, DO NOT SWITCH.

DMO profile sheets to be collected and shared with media; maybe try to include your headshot within. No USB drives this year - too expensive and not desired by the media. Media attendee directory will be provided soon.

Kaitie Burger will follow up with DMOs to get your headshots.

DMO members have asked for help with traffic control. Please help your fellow DMOs by moving media around if they linger too long at your table, suggest talking at dinner or after the event, etc. Also, please remain at your table unless invited to be at partner DMO table.

Attire is business casual; FAM assignments will be shared and include wardrobe suggestions. There will be some time to freshen up between FAM and dinner.

Pre and Post Marketplace FAMS: Melissa Muntz, Chair

Typically, surrounding DMOs host pre and post FAMS, 59 media guests invited, 38 have registered thus far. Reminders will be sent to those who haven't yet registered. 73 DMO members in the organization.

Old Business: Kaitie Burger, Past Chair

Dues must be received by the end of July. Unpaid DMOs will be removed from the site and communications. Marketplace registration closes August 1.

New Business: Melissa Muntz, Chair

New Board of Directors: Cory Van Horn, Chair-Elect; Nicole Warner, Treasurer; Anna Weltz, Secretary and Kaitie Burger, Immediate Past Chair.

RFP for Marketplace 2020 is now available. Any questions, please feel free to ask the board or past hosts. We do try to spread the love around throughout the Mid-Atlantic region.

Break for Lunch

Professional Development: Andreas Weissenborn, DI

“Becoming a Community Shared Value: Destination Promotion as a Public Good.”

- Rethink your purpose and local communications to focus on the community and residents.
- Tourism puts XXXXX people in our community to work vs. boring stats.
- Hometown pride
- Reformat your “About Us” content to focus on
 - Who we want to be
 - What we do
 - How we do it
- Logo or brand refreshing? Get community feedback and input
- Create local tourism ambassadors and educate them
- Think about community shared value
 - Be at the table - attend community, government and networking events
- Designate resources to educate local residents
 - Social media - don’t forget your neighbors
 - Many Executives use their social accounts to showcase them in the community
 - Typically, the president acts as the lead in this tactic
 - Use your board as advocates
 - Glad-handing with politicians and community leaders
 - Feel pride in what you do
 - Quality in Place influences Quality of Life
- Destinations International will come to annual events and present on this topic to audiences

Group Press Release:

Next Quarterly Meeting: October 18, 2019, Butler County, PA

Closing Comments/Adjournment: Melissa Muntz, Chair

Motion to Approve: Ed Stoddard

Second: Ashley Chenault