



Quarterly Meeting Minutes  
Virtual Meeting  
May 29, 2020

**Members Present –**

Aaron Jumper, Lori Landes-Carter, Jenna French, Laura Torpy, Josiah Jones, Chris Temple, Vanessa Junkin, Linda Devlin, Sandy Turner, Debbie Aylor, Hilary Dailey, Mindy Bianca, Olivia Jacobs, Tina Coleman, Sarah Hughes, Betsy DeVore, Morgan Christopher, Bernadette Bowman, Nicole Warner, Meghan Gearino, Cora Gnegy, Lisa Rager, Greg Pizzuto, Jessica Williams, Danielle Jonigan, Matthew Scales, Nicole Nussbaum, Krista Boothby, Taylor Spellman, Betsy DeVore, Morgan Christopher, Alicia Quinn, Edward Stoddard, Jen Sigal, Ali Morris, Jennifer Boes, Jana Carter, Catherine Herbert, Cory Van Horn, Melissa Muntz

**Call to Order** – Melissa Muntz, Chair

**Welcome/Housekeeping: Melissa Muntz, Chair**

Everyone went around the screen, introduced themselves and share your silver lining in the wake of what has happened in the last few months.

**Membership/Dues Updates: Nicole Warner, Treasurer**

Nicole informed the group that the board has decided to waive the annual membership fee for FY 2021 for all current members. For new or returning members, the fee will be 50% off.

**Approval of Treasurer's Report/Budget: Nicole Warner, Treasurer**

Nicole reviewed the FY 2020 budget and explained that the organization stopped all spending in the wake of COVID. This included Facebook ads that were running to target writers.

Motion to Approve: Greg Pizzuto

Second: Edward Stoddard

The FY 2020 budget was approved.

For the FY 2021 budget, Nicole revised the budget to reflect that fact that the organization will not be collecting fees for this year. She also added a miscellaneous like for each of the categories to help with properly placing one-off expenses that do not fit in other areas of the budget.

Motion to Approve: Morgan Christopher  
Second: Jenna French  
The FY 2021 budget was approved.

### **Approval of Minutes - January 2020: Melissa Muntz, Chair**

After a brief review, there was a motion to approve.

Motion to Approve: Lori Landes-Carter  
Second: Chris Temple  
The January 2020 meeting minutes were approved.

### **Committee Reports**

Website Committee: Krista Boothby and Ali Morris

Links to digital travel guides is now available on the MATRPA website. They updated the main images to fit the current season. The committee is looking for new and creative ways to add more content to the site. There was discussion about creating a place to highlight stories that journalists have written as a result of their relationship to MATPRA.

Social Media Committee: Aaron Jumper

The social media committee paused all social media advertising for now. Prior to the pause, they were running two ads, which occurred in March. The first was to target Canadian journalists. The second was to target journalists in the Northeast. The MATPRA social media account has gone radio silent since mid-March. They didn't feel it was appropriate to promote destinations amid the stay at home orders. The committee is still deciding when it would be a good time to start posts again. One idea was to start sharing the various travel restrictions as an informational resource for journalists. They also reminded the group to share any news stories we receive through the MATPRA Facebook Group.

Media Committee: Jenna French and Matt Scales

The media committee held their annual application review via Zoom. They received 70 applications for this year's Media Marketplace. 32 of those who applied have never attended Marketplace before. The committee decided to accept 57 writers who are a mix of new and returning writers. The committee also had more preference toward accepting traditional writers versus bloggers. The bloggers who applied this year were not as strong as in the past. The invitations were sent and there are not complaints from writers who did not get accepted.

### **2020 Media Marketplace Update: Danielle Jonigan, Marketplace Host**

From Melissa Muntz: The MATPRA Media Marketplace is still planning to move forward as scheduled. This is something that the board has been talking about nearly every day. She has also worked closely with Danielle on updates from the host hotel and the destination. The board is considering alternatives, but we are still planning to move forward. The goal is to make a decision before August 1. If the event is canceled, it will be held in Delaware next year.

From Danielle: The state is starting to reopen on June 1. She is confident things will be reopened enough to host the event this year. There are 10 FAM tours planned which include a

little bit of everything including shopping, ag tourism, and historic sites. There are a lot of local restaurants and so they are planning dine arounds to promote those restaurants. The registration link is live: <https://www.eventleaf.com/2020matpramarketplace>

There are 19 media who have registered so far. The deadline to register is August 1. DMO registration is \$575. The room rate is \$149 per night and there is a resort fee of \$10.

If you are interested in hosting a pre or post FAM contact Danielle and the board.

### **Bylaw and Policy Changes: Melissa Muntz, Chair**

The policy and bylaw changes that were proposed and discussed at the January meeting are officially approved. The main change had to do with the board. The Chair, Chair-Elect and Secretary will now be two-year teams. The secretary and treasure will be elected on opposite years from the Chair and Chair-Elect. Melissa, Cory and Anna will stay in their current roles for one additional year. The board is looking for nominations for a treasurer as Nicole will be stepping down from her role when the new fiscal year begins in July.

### **Group Release Updates: Cory Van Horn, Chair-Elect**

Cory shared a draft of the potential group press release themes for FY 2021. The group provided feedback of the themes that will be reflected in the final version. He also called for volunteers to help organize the releases for distribution each month. The final version of the press release will be distributed to the members in a future email newsletter.

### **Continued Engagement with Media: Melissa Muntz, Chair**

Next Quarterly Meeting: July 17, 2020                      Virtual  
Stay tuned to your bi-weekly e-newsletters for more details.

Closing Comments / Adjournment                      Melissa Muntz, Chair

### **Adjournment**

Motion to adjourn by Melissa Muntz  
Seconded by Cory Van Horn  
Motion passes, meeting is adjourned

### **Below is a transcript of the chat box during the meeting:**

10:06 AM: Josiah Jones

This has given us a great opportunity to slow down a little bit and enjoy what matters.

10:09 AM: Laura Torpy

Laura Torpy I am here...I am on via phone and on screen. Silver lining is meeting more of the small businesses in the County

10:09 AM: Vanessa Junkin

I'm normally very busy so it has been nice to slow down and go on several runs with my boyfriend (who I live with, I've been social distancing :) )

10:10 AM: Edward Stoddard

I am here. My silver lining is being on a great team and working from home. I had fun launching a new blog (dispatch.happyvalley.com) during a pandemic.

10:15 AM: Nicole Warner

Silver lining would have to be my gardens have never looked so good and we will have more fresh home grown produce this Summer than we know what to do with. :)

10:19 AM: Cory Van Horn

FYI for those on the phone. To mute and unmute yourself. Push \*6

10:27 AM: Jana Carter

Silver lining would be that I've had plenty of time to garden and decompress....as well as up my IT skills

10:32 AM: CHRISTINE TEMPLE

Question...if a new DMO wants to join in the coming fiscal year, do they pay or will you waive it? just curious.

10:36 AM: Jenna French

It's great to sit on an organizational call where we are actually in a financially stable position. Thanks for managing MATPRA so well and waiving the dues for everyone in these financially unstable times

10:37 AM: Ali Morris

here here! agree wholeheartedly, jenna!

10:37 AM: Greg Pizzuto / Visit Harford

I know this sounds odd, but I have money now and in FY21. I am more concerned with our budget for FY22. If I have money now, can I pay this year and be forgiven in FY22 if necessary?

10:56 AM: Meghan Gearino

What is the deadline to sign up for Marketplace this year?

10:56 AM: Melissa Muntz

The deadline is August 1.

10:57 AM: Morgan Christopher

What are the commitment numbers looking like from our members to attend and/or sponsor?

10:58 AM: Lisa Rager

Is there any flexibility with the registration deadline? I don't know when we'll be bringing our staff back from furlough.

10:59 AM: Tina Coleman

When will pre- and post-FAMS need to be in?

11:00 AM: Matthew Scales

Is there a date as to determine if not holding in person? If not in person, a plan B?

11:00 AM: CHRISTINE TEMPLE

Our budget at VisitErie, like most everyone's has been slashed dramatically so I'm not sure if I'll be able

to attend. Will try! Sounds great Danielle! Thank you for pushing through all this to plan Marketplace, much appreciated!

11:00 AM: Krista Boothby

Can Danielle go ahead and type out the link? I didn't quite get it.

11:01 AM: Danielle Jonigan

<https://www.eventleaf.com/2020MATPRAMarketplace>

11:03 AM: Ali Morris

Have any of the media that registered expressed skepticism or concern yet? Or is there still excitement?

11:10 AM: CHRISTINE TEMPLE

Suggestion: I'd swap November and December topics since most people start their shopping around November. I also think January should always have the topic of What's New in the area.

11:10 AM: Edward Stoddard

Agree with Chris on schedule

11:11 AM: CHRISTINE TEMPLE

Thanks guys

11:11 AM: Morgan Christopher

Have we considered winter breaks for February instead of romance? Getting more winter break requests than romance packages

11:11 AM: Linda Devlin

Oct with Fall festivities most of our events have been cancelled and rescheduled for the year- maybe do fall foliage

11:13 AM: Krista Boothby

Surveys, at least in Virginia, are showing 80% of people surveyed are not willing to visit museums until a vaccine.

11:18 AM: CHRISTINE TEMPLE

I don't need to speak to it but I think it would be great if people would be willing to share ideas for blog posts. Sometimes I have a heck of a time figuring out what to write about. Maybe MATPRA could start posting various types of resources, whether it be blog post ideas or social media tips, different how-tos. It could even be added to the MATPRA website as a resource tab (unless we already have one, then I'll hush up).

11:20 AM: Vanessa Junkin

We started a tourism blog on our website at the beginning of the year, and I have been keeping it active during COVID-19: <https://www.wicomicotourism.org/tourism-blog>

11:20 AM: Nicole Nussbaum

Hey Christine - at VisitNorfolk we have put blogs out on best places around town to social distance, how to support local businesses and still celebrate at home (birthdays, anniversaries, etc.), best patio dining locations, etc. <https://www.visitnorfolk.com/articles/post/best-ways-to-social-distance-in-norfolk-va/>

11:21 AM: Nicole Nussbaum

<https://www.visitnorfolk.com/articles/post/shop-local-for-small-celebrations-every-day/>

11:22 AM: Nicole Nussbaum

We have also just signed up for Bandwango and we're very happy with it so far they are very receptive and helpful and allow us to track where our visitors are coming from and what their interests are

11:23 AM: Nicole Nussbaum

It's great for re-targeting ads

11:23 AM: Meghan Gearino

Ali - what does the trail entail? do they receive a prize for getting takeout at a certain number of places

11:24 AM: Ali Morris

Meghan - no prize, it is just a resource. just listing restaurants and what their status is/was. has GPS functionality so can help direct people to know which places are actually open for business.

11:24 AM: Meghan Gearino

Ali: i love this idea so much. thank you for sharing!

11:28 AM: Jenna French

I wonder if we couldnt do a campaign sharing our favorite destinations

11:34 AM: Mindy Bianca

MATPRA was established post-9/11 as a way of trying to encourage residents of the Mid-Atlantic to visit their neighboring states and keep the tourism industry and economy going. It seems appropriate for MATPRA to tap into its roots and do a similar collective campaign post-COVID.

11:40 AM: Lori Landes-Carter

If you do reach out this media pool, to possibly ask what they will be trying to cover, story ideas for the rest of the year? That would help us know what we could pitch.

11:40 AM: Jenna French

Ive seen the maryland foods pick 3 ALL over social media!!

11:41 AM: Melissa Muntz

great idea Lori!

11:42 AM: Betsy DeVore

Thank you, Matt, for that!

11:43 AM: Betsy DeVore

<https://stonehouseuw.com/>

11:43 AM: Matthew Scales

<https://www.today.com/food/dog-will-deliver-wine-encourage-social-distancing-t177498>

11:45 AM: Betsy DeVore

<http://travelcourier.ca/pandemic-sparks-tourism-creativity>

11:47 AM: Morgan Christopher

Is there an opportunity to discuss some long range planning?

11:47 AM: Ali Morris

Hi everyone: here is the resources link on our website: <https://matpra.org/resources/>

11:48 AM: Lori Landes-Carter

My ideas is not unique but has seemed to have had good response. Blog series-Step into history

11:49 AM: Vanessa Junkin

Also, if anyone wants us to share your cool initiatives on the MATPRA social media, share in the group so we can be sure not to miss them!

11:49 AM: Matthew Scales

I saw this morning on the Today Show RV trips are becoming very popular. Something to keep in mind.

11:50 AM: Jana Carter

Also to mention the Today show Craig Melvin will be visiting Rehoboth Beach this coming week