



QUARTERLY MEETING

**January 17, 2019
Virginia's Blue Ridge**

Members in Attendance

Debbie Aylor (Fredericksburg Region, VA), Erin Bagnell (Visit Richmond, VA), Jennifer Bell (Harrisonburg Tourism), Jonathan Bellingham (Hampshire Country, WV), Krista Boothby (Lynchburg, VA), Kaitie Burger (Discover Lehigh Valley, PA), Joel Cliff (Discover Lancaster, PA), Jenna French (Shenandoah County, VA), Josiah Jones (Clearfield County, PA), Danielle Jonigan (Delaware's Quaint Villages), Lori Landes-Carter (Orange County, VA), Sarah Lunny (VisitPA / Tierney), Melissa Muntz (Visit Frederick, MD), Matthew Scales (Maryland Office of Tourism), Taylor Spellman (Virginia's Blue Ridge), Chrissy Tobias (Explore York PA), Sergei Troubetzkoy (Shenandoah Valley Travel Association), Brantley Ussery (Charlottesville Albemarle Tourism), Cory Van Horn (Visit Montgomery, MD), Chelsea Walker (Pocahontas County, WV), Patti Williams (Lexington & Rockbridge Tourism)

Call to Order - Melissa Muntz, Chair

Welcome / Introductions - Taylor Spellman, Virginia's Blue Ridge

Membership Updates - Melissa Muntz

New member: Charlottesville/Albemarle CVB
Total membership: 70

Approval of Minutes - October 2019

Motion: Matthew Scales
Second: Chrissy Tobias
Motion passes.

Approval of Treasurer's Report

Expenses for host gift for Marketplace, photography from Marketplace, and legal fees (consulting on email restrictions for Canadian media), and expenses for panelists for Marketplace. New member dues from Bradford County. CD accounts were up for renewal and were renewed for another one-year term.
Motion: Jennifer Bell
Second: Jenna French
Motion passes.

Committee Reports

Marketing Committee - Cory Van Horn

At the last meeting, the group discussed potentially tapping into the Canadian market. The committee decided to target the Toronto market and are working closely with the Social Media Committee to run a sponsored Facebook post in the Toronto area and directing writers to apply. Another post of the same nature will also run, but more regionally. The group plans to check in with the media committee to see if any Canadian writers have submitted applications so we can track the effectiveness.

Additionally, the committee has been in contact with the organizer of a 300+ person Canadian blogger group in hopes of reaching new applicants.

Website Committee - Krista Boothby

Ali Morris will be on maternity leave through the end of the spring. Krista will handle & delegate updates as they come in.

Social Media Committee - Kaitie Burger

Committee continues to post on behalf of member destinations. The committee is working with the Marketing Committee to develop a plan to target Canadian journalists in addition to a more regional campaign. A plan for Instagram coverage is in the works. If you are unsure who your social media committee representative is, please email the MATPRA Gmail account.

Please feel free to add the general MATPRA account to your press release distribution list.

Media Committee - Jenna French

Media application is live. A save the date was distributed in December with full application live in early January. 24 applications have been received as of today. Please feel free to share application with any writers you think would be of good quality. Applications close in early March. There will be one more general reminder email and then the committee will begin individual follow-up prior to the close of applications.

A new scoring system will be implemented this year: separate scoring for influencers/bloggers than freelancers/editors. Same physical application but scoring will be separate.

Target number for Marketplace attendees will remain in the 50-60ish range as in past years.

2020 Media Marketplace Update - Danielle Jonigan, Delaware's Quaint Villages

Currently nine FAM tours developed. Maximum travel time for FAMs will be 20ish minutes. Dover Downs (host hotel) is currently undergoing updates with the addition of a Sugar Factory restaurant. All Marketplace events (accommodates, meeting spaces, etc.) will be at Dover Downs.

If you're interested in sponsorships, please contact John Doerfler at jdoerfler@visitdelawarevillages.com or 302-734-4888 to secure placement. There is some wiggle room so they are willing to work with members.

Select FAM activities

- Fall family fun (apple picking)
- Ice cream & putt putt
- Migration Plantation Aviation - Air Force base
- Victrola Museum
- DE Public Archives
- National Wildlife Refuge
- Winery
- First State Walking Tour
- Chocolate / Dessert Tasting
- Tax-Free Shopping

- Amish Countryside tours
- Hiking / kayaking
- Bumper cars on ice
- Downtown Milford
- Spa / International Speedway

Pre/Post FAMs will be available by early spring. Stay tuned for details. Communications about Pre/Post opportunities will come from the MATPRA Gmail account.

Transportation: Delaware's Quaint Villages is primarily a drive-in destination. Nearest airports are PHL, BWI or Amtrak in Wilmington or Newark. Roads do have tolls. Transportation info will be placed on the MATPRA website and communicated prior to the event. Shoulder dates will be available for accommodations traveling from further away.

 Melissa - perhaps info on the site on where you can stop/visit on your drive in

 Joel - highlight construction of Bay Bridge

 Melissa - perhaps some routes to explore alternate routes/itineraries to avoid Bay Bridge to go out with media acceptances

There will be no professional development during the lunchtime session on the final day. Looking at some engaging options for that time block. If there is any PD, it will be just for DMOs at the membership annual meeting. If there are high-quality writers that we want to fly in, they could be optional PD sessions for DMO members only. Currently exploring where/how that would fit into the schedule.

Bylaw and Policies Proposed Changes

Updated documents with proposed edits distributed to members present.

The Board is proposing changes to the structure of terms for the various Board roles moving forward.

- Secretary & Treasurer would be assigned two-year terms with the option to renew via first right of refusal. These would be elected in opposite years. Both roles would become independent of moving through the Chair Elect/Chair positions.
- The Chair Elect & Chair roles would each hold their position for two years. The Chair Elect would continue to progress into the Chair role following the conclusion of two years as Chair Elect.
- The Immediate Past Chair role will become "Past Chair," allowing the most recent Chair the option to step back from Board duties if they wish. The role would then be offered to the individual who most recently served as Chair. Because this role is traditionally more advisory, it may remain vacant if there are no candidates interested in continuing to serve on the Board.

In these changes, the Board hopes for greater consistency across for long-term projects (ie - strategic planning). It's been a struggle to maintain momentum as the roles currently shift year to year. In addition, these new arrangements provide flexibility for members who may be interested in serving on the Board but don't have a desire to eventually transition into the role of Chair.

Nicole is stepping down from Treasurer role at the end of FY so a new Treasurer will be needed regardless. Other roles will remain the same for FY20-21 with that falling as the second term year for Secretary, Chair Elect, and Chair. A digital election will be held in April, nominations open now. A list of position roles will be distributed.

Timeline of next steps: Proposed edits will be distributed via email on Tuesday, Jan. 22. Vote will be open for approximately two weeks. If the vote passes, changes will be in place immediately.

Miscellaneous

Strategic Planning

RFP in development. Potential topics:

- Long term financial planning
- Attracting new media vs. maintaining relationships with current attendees
- Leadership in committees, their structures, potential opportunities for new offerings
- Potential for an interactive component from members, whether in-person or via survey. Could be a small focus group style.
- Showcasing growth potential

Professional Development: Show & Tell

- Melissa Muntz, Visit Frederick, MD: new city logo & local sentiment, launching official Frederick ice cream flavor
- Kaitie Burger, Discover Lehigh Valley, PA: relocation guide, working with local economic development to help support new talent to the region
- Sarah Lunny, VisitPA: Fred Rogers Trail
- Matthew Scales, Maryland Office of Tourism: Harriet Tubman anniversary
- Patty Williams, Lexington & Rockbridge: ROI of visitors who received a Visitors Guide, converting to "Inspiration Guide"
- Chrissy Tobias, Explore York, PA: 270th anniversary campaign & county rebranding
- Cory Van Horn, Visit Montgomery, MD: focus on content development for the website, "events boost" program to enhance memberships
- Taylor Spellman, Virginia's Blue Ridge: "Trailsetter" campaign, hands-on media tour for the niche culinary focus
- Jenna French, Visit Shenandoah County, VA: "This is our rush hour" campaign
- Krista Boothby, Lynchburg, VA: "I Am Lynchburg" ambassador program
- Chelsea Walker, Pocahontas County, WV: Community education of hospitality, "Mountain Culture" inspired by Ritz-Carlton standards
- Joel Cliff, Discover Lancaster, PA: working with local economic development on PR specifically
- Danielle Jonigan, Delaware's Quaint Villages: mobile visitors center
- Erin Bagnell, Visit Richmond: Smorgasburg installation in Brooklyn with local food/beverage partners
- Jonathan Bellingham, Hampshire County, WV: map development, New Year's greeting

Next Quarterly Meeting

Dewey Beach, Delaware

April 17, 2020

Adjournment

Motion: Joel Cliff

Second: Taylor Spellman

Meeting adjourned.