



Quarterly Meeting Minutes  
Virtual Meeting  
July 17, 2020

**Members Present –**

Christine Tobias, Abigail Vitaliano, Lisa Haggerty, Jana Carter, Christine Temple, Meghan Gearino, Morgan Christopher, Alicia Quinn, Hilary Dailey, Cora Gnegy, Crystal Abrom, Taylor Spellman, Linda Devlin, Jenna French, Nicole Warner, Susan Seifried, Jennifer Boes, Nicole Nussbaum, Tina Coleman, Matthew Scales, Leslie Baker, Yuri Milligan, Shannon Woods, Aaron Jumper, Vanessa Junkin, Meghan Gearino, Patty Williams, Krista Boothby, Ali Morris, Cory Van Horn, Rebecca Cutchins, Jenna French, Debbie Aylor, Chris Temple, Jessica Williams, Susan Seifried, Danielle Jonigan, Jen Sigal, Jonathan Bellingham

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

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

Everyone went around the screen, introduced themselves and shared their favorite thing they binged watched in the past few months.

**Approval of Minutes - May 2020:** Melissa Muntz, Chair

Melissa asked the group to review the May meetings minutes and called for approval.

- Motion to Approve: Morgan Christopher
- Second to Approve: Ali Morris
- Vote was held and motion was approved.

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

Nicole reviewed the FY 2021 budget and reminded the group that the organization will remain financially sound for FY 2021, even with the decision to waive membership fees for current members.

Melissa Muntz shared that there will be a vote for a new treasurer. She thanked Nicole for all her hard work as Treasurer this year. The voting link was placed in the last newsletter. If you are interested in the Treasurer position, you can contact Nicole Warner to learn what the position entails.

Motion to Approve: Chris Temple  
Second: Jen Sigal  
The FY 2020 budget was approved.

## **Committee Reports**

### **Committee Reports**

|                        |                                 |
|------------------------|---------------------------------|
| Website Committee      | Krista Boothby and Ali Morris   |
| Social Media Committee | Aaron Jumper and Vanessa Junkin |
| Media Committee        | Matt Scales                     |

Website Committee: Krista Boothby and Ali Morris

- Ali and Krista demonstrated a new way to post itineraries on MATPRA.org.
- An email will be sent in a few weeks with details on how the process will work for submissions.
- A reminder to the membership, you can post a digital version of your travel guide on MATPRA.org. Send them to Ali or Krista to post.

Social Media Committee: Aaron Jumper and Vanessa Junkin

- Aaron Jumper has decided to step down as the chair of the Social Media committee.
- Vanessa Junkin will take over as the new Chair of the committee.
- There are two open spots for the committee. If anyone is interested in volunteering, please contact Vanessa.
- The goal for FY 21 is to post more content on Instagram.
- A suggestion was to post links to our travel guides on the MATPRA FB and IG channels.

Media Committee: Matt Scales

- Jenna French has decided to step down as Chair of the Media Committee.
- Matt Scales will take over as the Committee Chair.
- An email was sent to the media about the MATPRA Marketplace. There have been questions on whether the event will run this year or not.
- The committee is considering changing the requirements next year to be more flexible given the challenge of writers getting published right now.

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

### **From Melissa Muntz: Board Chair**

- The board has decided to postpone the MATPRA Media Marketplace for calendar year 2020 and host it at Delaware's Quaint Villages next year in calendar year 2021.
- This decision was based on feedback from our members, media and a survey that was conducted by the board.
- We also believe this will hopefully allow us to invite more journalists next year vs what we would expect to receive this year.

### **From Danielle Jonigan, Marketplace Host**

- Tentative dates for Marketplace next year September 20 – 22, 2021 at Dover Downs.

- She will be reaching out to people who have sponsorship commitments.
- They look forward to hosting next year and will still have a wide selection of FAMs.

### **Great American Road Trip Idea: Cory Van Horn, Chair-Elect**

Cory presented an idea to host a “Great Mid-Atlantic Road Trip” promotion during the week we would normally host the Marketplace.

This is the proposed idea:

Inspired by the nostalgia of the “Great America Road Trip,” members of the Mid-Atlantic Public Relations Alliance (MATPRA) will be hitting the road virtually September 21 – 25, 2020. The goal of this weeklong event is to feature destinations throughout the Mid-Atlantic and showcase their “must stop” attractions.

Activities:

- Publish road trip itineraries on MATPRA.org
- Series of social media posts using a special hashtag
- Host a virtual road trip webinar each day of the week for writers to attend. Participating destinations would have a specific amount of time to share their highlights on the call.
  - Example:
    - Monday: Pennsylvania
    - Tuesday: Maryland
    - Wednesday: Virginia
    - Thursday: West Virginia and Delaware

Needs: Looking to organize a committee of 6 – 8 people who are willing to assist in coordinating the logistics and help with leading the webinars.

Cory will follow-up with additional details in future emails.

### **Professional Development Options: Melissa Muntz, Chair**

The organization is considering options to incorporate professional development as part of the membership. The goal is to send a survey requesting info on future topics.

### **Upcoming Meetings: Melissa Muntz, Chair**

- We are looking for an outdoor venue in a rural area to host future quarterly meetings. This will be contingent on travel restrictions and budgets.
- A virtual option will be considered closer to the meeting dates.
- As a reminder, attendance requirements start over now that we are in a new Fiscal Year in order to participate in next year’s Marketplace.

### **Adjournment**

Motion to adjourn by Melissa Muntz

Seconded by Cory Van Horn

Motion passes, meeting is adjourned