



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Quarterly Meeting

October 16, 2020 Virtual - Covid-19 Pandemic

Call to Order

Melissa Muntz, Chair

Attendance and Introductions

Melissa Muntz, Matthew Scales, Hilary Dailey, Jennifer Bell, Catherine Herbert, Christine Tobias, Joel Cliff, Cara O'Donnell, Linda Sones, Josiah Jones, Jana Carter, Leslie Baker, Aaron Jumper, Jennifer Hastings Boes, Shane Kiefer, Edward Stoddard, Cora Gnegy, Ali Morris, Patty Williams, Caitlin Chaney, Christine Temple, Linda Devlin, Crystal Abrom, Susan Penning, Vanessa Junkin, Cory Van Horn, Anna Weltz, Brenda Black, Krista Boothby, Danielle Jonigan, Jonathan Bellingham, Alicia Quinn, Greg Pizzuto, Morgan Christopher, Susan Seifried.

Welcome and Housekeeping

Melissa Muntz, Chair

Members are asked to send an email to midatlantictourism@gmail.com if not receiving bi-weekly emails. Also members are asked to log-into MATPRA.org to update their contact information as needed.

Approval of Minutes - July 2020

Melissa Muntz, Chair

Motion to approve: Greg Pizzuto

Second: Edward Stoddard

No opposed, all in favor

Approval of Treasurer's Report

Krista Boothby, Treasurer

Transitioning of treasurer's duties from Nicole Warfner to Krista Boothby is still underway, but progressing.

Motion to approve: Greg Pizzuto

Second: Matthew Scales

No opposed, all in favor

Committee Reports

Social Media Committee

Vanessa Junkin

Added new members to the committee recently. Please welcome Shannon and Brantley. Each committee member has an assigned day of the week and a selection of DMOs to showcase. Please contact your representative with content ideas. If committee doesn't receive content, they typically harvest from DMO social outlets. Vanessa will post in the MATPRA Facebook group and ask committee members to email their assigned DMOs with that information.

Media Committee

Matthew Scales

Committee will begin preparing for 2021 Marketplace soon. Anyone interesting in joining the committee is asked to contact Matthew Scales.

As a reminder, your MATPRA board liaisons are...

Melissa Muntz, social media committee; Cory Van Horn, marketing committee; Anna Weltz, media committee; Krista Boothby, website committee.

Website Committee

Ali Morris

Working on road trip itineraries to coordinate with Mid-Atlantic Road Trip initiative. Also working on finding ways to work video into the site. DMOs are encouraged to add any blogs, events, news articles from MATPRA connections to the site as well. Contact Ali Morris for more info or help.

Marketplace 2021 Update

Danielle Jonigan

Looking at dates for 2021 Marketplace that don't conflict with other shows and events. Will have more updates in January. Unfortunately, SATW conflicts with the original dates of late September.

Mid-Atlantic Road Trip Update

Cory Van Horn, Chair-Elect

First ever initiative of this type for the group. Concept created as a way to reconnect media and DMOs in the absence of Marketplace and the chaos of Covid-19 pandemic. Kicks off Mon., Oct. 19, with a group press release, video and social media content. DMOs have been matched with two media representatives as a part of the media matchmaking coordinated by the Media Committee. Social will continue through the week as DMOs and media coordinate their own virtual deskside visits based on matchmaking.

49 DMOs participated, 55 media registered. Media invites sent to accepted media from the last three years of Marketplace. Board will email DMOs their media matches.

Three DMOs shared their posted itineraries and thought and development process.

Ali Morris then demonstrated how to add an itinerary to the MATPRA.org website.

Next Quarterly Meeting: January 2021

January's meeting will be a virtual meeting and the board hopes to resume in-person meetings in April with the media committee vetting applicants for 2021 Marketplace as needed.

Closing Comments / Adjournment

Motion to adjourn: Greg Pizzuto

Second: Melissa Muntz

No opposed, all in favor

Melissa Muntz, Chair