



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Quarterly Meeting

January 15, 2021 Virtual - Covid-19 Pandemic

Call to Order

Melissa Muntz, Chair

Attendance and Introductions

Melissa Muntz, Visit Frederick; Aaron Jumper, Cumberland Valley; Chris Temple, Visit Erie; Taylor Spellman, Virginia's Blue Ridge; Vanessa Junkin, Wicomico County; Hilary Dailey, Calvert County; Jana Carter, Kent County, MD; Brenda Black, Shenandoah County, VA; Josiah Jones, Clearfield County; Nicole Nussbaum, Visit Norfolk; Krista Boothby, Lynchburg, VA; Mindy Bianca, Allegany County, MD; Matthew Scales and Cynthia Miller, Maryland Office of Tourism; Tina Coleman, Southern Delaware; Justin Kerns, Winchester-Frederick County, VA; Ali Morris, Visit Fairfax; Anna Weltz, GO Laurel Highlands; Alicia Quinn, Discover Lehigh Valley; Cory Van Horn, Montgomery County, MD; Tiffany Hernandez, Butler County, PA; Megahn Gearino, Visit Richmond, VA; Jen Sigal, Visit Loudoun; Kathy Moore, Shenandoah Valley Travel; Tracey Johnson, Visit Baltimore; Susan Seifried, Visit Annapolis; Morgan Christopher, Endless Mountain, Visit Potter-Tioga and Bradford County, PA; Patty Williams, Lexington/Rockbridge; Sarah Lunny, PA Tourism Office; Racehl Wright, Destination Gettysburg; Nicole Warner, Visit Prince William, VA; Ashley Chenault, Charles County, MD; Linda Sones, Columbia-Montour, PA; Mark Ickes, Explore Altoona; Lori Carter, Orange County, VA; Jonathan Bellingham, Hampton County, WV; Ed Stoddard, Happy Valley, PA

Welcome and Housekeeping

Melissa Muntz, Chair

Welcome to new member, Allegany County, MD, represented at meeting by Mindy Bianca

Approval of Minutes -October 2020

Melissa Muntz, Chair

Motion to approve: Morgan Christopher

Second: Nicole Warner

No opposed, all in favor

Approval of Treasurer's Report

Krista Boothby, Treasurer

No dues for existing members assessed in 2020 in response to Covid-19 pandemic; Only new members were assessed membership fees.

Motion to approve: Taylor Spellman

Second: Matthew Scales

No opposed, all in favor

Committee Reports

Social Media Committee

Vanessa Junkin

No spending for the social media committee at this time. The MATPRA Instagram account is growing with Facebook and Twitter remaining about the same. Social media committee is searching for two new members. Each committee member has an assigned day of the week and a selection of DMOs to showcase, including their own. Please contact your representative with content ideas. If the committee doesn't receive content, they typically harvest from DMO social outlets. In the meantime, if you have something you'd like to have shared in the MATPRA channels, please email Vanessa, tag MATPRA in your post, or post in the DMO Facebook group.

Media Committee

Matthew Scales

Pleased to welcome new member Morgan Christopher to the Media Committee. Marketplace application invitations were sent Dec. 16, 2020. Media accepted to the postponed event received a message to simply refresh their content submissions, no need to reapply. Have received 35 responses from the two groups - new and previously accepted.

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.

Marketing Committee

Rachel Wright

Committee will focus on digital marketing this year and is seeking new members. The group will have a virtual meeting on Jan. 20, 2021, to brainstorm new ideas.

Marketplace 2021 Update

Melissa Muntz

Event will be held Oct. 4-6, 2021, as IPW was scheduled for the original late September week. If members are contacted by media who are unsure about attending, ask them to apply and if something comes up and they can't attend or are uncomfortable, we have plenty of time. Event registration will be held later this summer.

Melissa, Cory and Danielle are meeting regularly to address safety precautions with host sites. DMOs will be limited to one representative to keep count low and support mitigation efforts. All FAM tour businesses are still open and operating.

There is no intention to hold a virtual Marketplace event if we are unable to meet in person. Perhaps a Virtual Road Trip Week like October 2020.

New Business - Proposed Membership Committee

Melissa Muntz

Given the circumstances, there has been a lot of change to membership contacts. The board would like to reestablish a Membership Committee to track changes within membership, welcome, orient and recruit new members. If interested, please email the board account.

New Business - What can MATPRA do for you?

Jen Sigal and Krista Boothby

As the board reviews the budget, there are funds available to support our membership. While legality for any new initiatives would need to be reviewed, we are seeking ideas and suggestions from membership on new programs, incentives, offerings, etc.

- Journalist Awards
- Member grants
- Enhance Marketplace: journalist grants, speakers (had high interest)
- Procuring more high caliber media for Marketplace
- PR database – to generate leads
- Strategic Plan
- Have a mini version of Haro – is there a website widget?
Ask CSPI, allows for conversation with media (Morgan to send info to Ali)
- Mid-year Mixer – What's New type session

Website Committee

Ali Morris

Ali will have a call with DataAchieve to get access to better website analytics and insights. Work order placed to develop video galleries and enhance destination pages.

- Working with website developers on several updates to the site, including creating new destination hubs (or profiles) to link all content throughout the site to each destination, and a way to start adding journalist stories to the site.
- Speaking of journalist stories, if you have media hits that resulted from a connection via Matpra, Nicole Warner will be collecting these for new content for the site. More info on that will be forthcoming, but feel free to email any big media hits her way.
- Will be “rebranding” the Destinations page so that each is listed by destination locality instead of DMO name. Will add a separate field for DMO name underneath destination name.
Questions/concerns, please reach out.
- Reminder to members that they can submit up to 6 events at a time, 4 itineraries PER YEAR, and 4 news posts PER YEAR. How-to guides available on the Resources section of website

Wrap-Up: Anything to share?

Melissa Muntz

Questions about surveying our media list on their travel confidence and expectations. Generally, it seems most want to plan travel in late Q2 and Q3. Monday shares that the larger publications will focus heavily on international travel in 2022, so strike while the iron is hot now.

National writers are tired of virtual experiences and looking for local writers to cover destinations.

Next Quarterly Meeting: April 2021

The board hopes to host a hybrid meeting in April, offering in-person and virtual attendance options. The in-person meeting is scheduled for Dewey Beach, DE, April 16, 2021. Details will be forthcoming.

Closing Comments / Adjournment

Melissa Muntz, Chair

Motion to adjourn: Morgan Christopher

Second: Matt Scales

No opposed, all in favor