



**Quarterly Meeting**  
**Friday, July 15, 2022, Virtual**

**Call to Order, Matthew Scales, Chair**

**Attendance and Introductions**

Matthew Scales (Visit Harford); Chris Temple (Visit Erie); Linda Sones (Columbia/Montour); Hillary Dailey (Calvert County); Megan Hallett (Visit Harford); Cora Gnegy (Miles County, VA); Cara O'Donnell (Arlington); Vanessa Junkin (Wicomico County); Jessica Horstman (Wilmington DE); Miranda Jarrell (Visit Williamsburg); Aaron Jumper (Visit Cumberland County); Tina Coleman (So. Delaware); Morgan Christopher (EMVB/BCTPA/VPT); Buffie Boyer (Juniata River Valley); Jennifer Kiser (Visit Waynesboro); Betsy DeVore (Visit Hagerstown); James Hamill (Pocono Mountains); Jana Carter (Kent County); Kathryn Lucas (Visit VA Blue Ridge); Ali Morris (Visit Fairfax); Liza Gutshall (Huntingdon County); Jeff Martinelli (Butler County); Nicole Warner (Visit Culpepper); Jessica Williams (Visit Staunton); Brenda Black (Visit Shenandoah); Ed Stoddard (Happy Valley Adventure Bureau); Jake Wynn (Visit Frederick); Susan Seifried (Visit Annapolis); Cory Van Horn (Visit Montgomery); Carl Whitehill (Visit Gettysburg); Patty Williams (Rockledge); Betsy Lineberger (PA State Tourism); Lindsay Arcuri (Visit Johnstown); Claire Aubel (Maryland Tourism); Brantley Ussery (Charlottesville); Krista Boothby (Talbot County); Abby Vitaliano (Baltimore County); Mahogany Walden (Hampton CVB); Courtney Swenson (Tour Stafford VA); Kaletha Henry (Prince Georges County); Janet Falatico (Visit Lawrence County); Rachel Rohm (Kent County Tourism); Linda Devlin (Allegheny National Forest); Susan Swales-Vitullo (Visit Clearfield); Jen Sigal (Visit Loudon)

**Welcome and Housekeeping**

**Matthew Scales, Chair**

Meeting began 10:00 AM EST via Zoom.

Matthew reviewed the necessity to move the meeting to a virtual format and began with group introductions, roll call and what they value most about MATPRA.

**Approval of Minutes – January 21, 2022**

composed by Christine Tobias (previous Secretary)

Motion to approve: Cora Gnegy

Second: Nicole Warner

No opposed: Motion passes

## **Approval of Treasurer's Report & Budget**

**Krista Boothby, Treasurer**

Motion to approve: Ed Stoddard

Second: Chris Temple

No opposed: Motion passes.

Krista shared the 22-23 budget has not been finalized on the board level yet. Once it does, will move on to general membership for approval.

## **Old Business**

On the topic of hiring a new administrative assistant for the association, Matthew reported that the job description will go out again and asked for everyone to share it with anyone that might be a good candidate. Thus far we had one qualified applicant of the six who had applied. Those applications that had been received were reviewed by the board but due to distance many of them did not make sense to pursue for the position as it is currently designed. Will hold off to post job after marketplace we will revisit this at the November 22 meeting following a brief discussion it was decided to have a copy of the job posting at marketplace and to put it in the welcome packets in case any of the freelance writers want to apply. Those in attendance were asked to share the job posting with their network a friends and colleagues

Matthew shared an update about the 20th anniversary from Jan a marketing agency was hired to create the map for 20th logo and other updates will be available in upcoming newsletters. Matthew suggested that our members consider adding the MATPRA 20<sup>th</sup> logo to their work signatures

## **New Business**

Following the departure of board president Anna Weltz and Secretary Chrissy Tobias, two key officer roles need to be filled. Matthew has stepped into the role of Chair. Nominations were received for Morgan Christopher to step into the role of Chair-Elect and Claire Aubel to assume the role of Secretary. Ed Stoddard moved to accept the nominations; seconded by Linda Devlin. By unanimous vote both Morgan Christopher and Claire Aubel are elected to the roles to complete the slate for the executive committee.

Matthew updated everyone on the schedule of upcoming quarterly meetings. The next quarterly meeting will be on November 4<sup>th</sup> in Winchester VA; the January meeting will be virtually on January 20, 2023; the 2023 April meeting will be in Charles County, MD on April 21, and the meeting for July 2023 will be in the Endless Mountains. Morgan Christopher will now assume the role of meeting coordinator for the quarterly meetings.

Next on the agenda Matthew opened the floor to questions about the 22-23 budget. Krista shared that \$20,000 has been put aside to create a strategic plan for MATPRA. Matthew asked the group if anyone had suggestions for a company that MATPRA might contract for this task. A deadline to have an RFP in place was set for July 29<sup>th</sup>. The board as well as the committees will help with this long-range planning project.

The value and continuation of the monthly press release program followed. A discussion highlighted the current press releases blasts we are sending out to see if they are working. The question of the benefit

of these editorial emails was discussed: are media partners responding to these emails? Vanessa Junkin of the Social Media committee said the press release content has been helping their group come up with posts for social media platforms. The general feeling of the group was to continue this project but to consider other options moving forward.

### **Marketplace 2022 Update**

A status update of this October's Marketplace was presented by Ed Stoddard. As of today's meeting, 39 media have registered and 24 DMOs have confirmed. The request for fam tour selections was sent to the media partners and the committee is receiving responses. Matthew will send out a reminder to DMOs to register in the next newsletter for those who have not done so yet and to remind that the registration for media closes August 1<sup>st</sup>

The other hosts shared thoughts following Ed's initial statements: Susan from Clearfield is looking forward to the event and is excited about planning things; Liza from Raystown Lake offered the same reaction. Not in attendance today was Mark Ickes from Altoona. Ed shared that he will be following up with invoices shortly and that hotel reservations needed to be made for DMOs at the Graduate Hotel and for media at the Hyatt.

Mindy Bianca presented an update on her work securing the panel for our marketplace meeting. So far three media partners have confirmed: Amy Aleppo from National Geographic, Karen Cicero from Good Housekeeping and Larry Bleiberg, freelancer. Mindy Bianca said that the Bios of the panel will be sent out to marketplace registrants prior to the event.

### **Committee Updates**

**Media Committee** - Morgan offered the media committee update that we are right now in the registration process and now the committee will work on updating our membership lists and assisting Ed and the host team in any way they can prior to marketplace.

**Website Committee** - Ali Morris presented the website analytics the numbers are strong and holding up from last quarter and we're seeing people responding to the events that are being listed.

**Membership Committee** - The membership committee report was presented by Nicole. She and Lisa had been working with Krista on new member information and they will be sharing the link for information with new members to use to update their listings.

**Marketing Committee** - Courtney presented the marketing committee update with a review of topics for the group releases that went out in April, May and June. We are seeing a 2% to 2 1/2% click through the committee also reviewed the 20th anniversary promotions and analytic report that we received from platinum PR.

**Social Media Committee** - Vanessa offered the social media committee update by welcoming Buffy from Juniata to the committee. MATPRA has 3572 followers on Facebook for the last 28 days and a reach of 16,000 during the month thanks to a post regarding Raystown Lake. There are currently 821 Twitter followers and 577 Instagram followers. These are slight increases since last quarterly meeting. She reminded that using press releases as content for the website is maximizing exposure. Vanessa also reported that the committee hasn't spent any money recently and will review the budget with Krista for the future.

**Adjournment**

Motion to adjourn – Ed Stoddard

Second: Susan Seifried

No opposed: Motion passes