



### **Annual Meeting**

**Tuesday, October 18, 2022, 2:30 p.m.**

[Blue Brick Theatre](#)- State College, PA

**In attendance** - Morgan Christopher, Krista Boothby, Claire Aubel, Buffie Boyer, Jen Sigal, Jake Wynn, Ali Morris, Brantley Ussery, Alicia Quinn, Ed Stoddard, Jeff Martinelli, Dan Cook, Rachel Dinbokowitz, Jonathan Bellingham, Tina Ladd, Catherine Jenkins, Vanessa Junkin, Megan Hallett, Jana Carter, Nicole Warner, Courtney Swenson, Erika Ortner, Eric Knopsnyder, Christy Betz, Linda Sones, Jenna Stoner, Susan Penning, Aaron Jumper, Carl Whitehill, Justin Kerns, Chris Temple, Andrea Ryan, Ari Hamilton-Gery, Tracey Johnson, Abby Vitaliano, Allison Rohrbaugh, Cora Gnegy, Ginny Jacob, Morgan Lacy-Adams, Jessica Williams, Patty Williams, Jennifer Kiser, Brenda Black, Joel Cliff, Hillary Dailey, Betsy Linaberger, Kathryn Lucas, Turina Martin, Matt Price, Lindsay Arcuri, Paige Hawsey, Maggie Boyden, Ashley Chenault

#### **Call to Order**

**Morgan Christopher, Chair-Elect**

Meeting began at 2:30 p.m.

#### **Welcome / Introductions**

**Morgan Christopher, Chair-Elect**

- Board introduced themselves and Matthew Scales greeted everyone by phone speaker
- Meeting attendees introduced themselves and shared how long they had been members or if they were new

#### **Marketplace Updates**

**Morgan Christopher, Chair-Elect**

- Attendees were given instructions by Ed Stoddard on Marketplace room set-up (between 10 p.m. tonight - 9 a.m. tomorrow, room arranged by state)
- Marketplace closes at 11:30 a.m. tomorrow, there will be a group photo at 11:25 a.m.
- Should be a quick tear-down, from 11:30 - noon, you're allowed to leave items in the room but Ed recommends putting it in the Executive Room
- Ed gave details on bus departure for reception, FAM departures, lunches

**Approval of Minutes - July 15, 2022****Claire Aubel, Secretary**

-Delayed due to meeting time constraints. Will vote for approval at upcoming Quarterly Meeting on Nov. 4, 2022 in Winchester, VA

**Approval of Treasurer's Report****Krista Boothby, Treasurer**

- Budget report - purchase liability insurance and media liability insurance - because we post third-party photos on our website
- will be working with Ali on guidelines on how we'll post those things on our website and social
- filed our annual 990
- paid for our website

Questions: None

Motion to approve: Nicole Warner

Second: Alicia Quinn

No opposed: Motion passes

**General Business / Marketplace****Morgan Christopher, Chair-Elect**

- Reminder that at this Marketplace we have more members and less media
- request that during Marketplace, be very cognizant of time with media
- be aware of presence
- we're very good about lifting each other up
- one great way for new members to get involved is to join a committee
- the committee chairs all need help
- Jana Carter will be new chair of media committee, Morgan will assist
- Master Media List - a lot of changes, some have left industry, some have passed - it changes all the time, if you get an update on a media person, please share it with that committee

Question from Vanessa Junkin - did we get a list of all of the media that will be here?

- Morgan - his experience is at registration, we get a list of media attendees and email. We need to be cognizant of communications with media

- Krista - it was on the FAM tour list. There are no hard, fast rules on how this works. We will be deciding at the Board retreat.

- Morgan - hard to be consistent because this is all volunteer, we don't have paid employee. Once an admin person is in place, that will help with consistency. We have a job description, so please share that.

Question - how many new media members?

- Morgan - 550 names on list, maybe 40-60 came in over last year

Question - how many here?

Ed - believes of the 39, half are new

- Media from Delaware's Quaint Villages Marketplace and last year's Marketplace were all invited, plus new this year

Morgan- plug for Nov. 4, Winchester, VA

Justin - Wayside Inn, America's oldest continuously operating inn, panel will be about paranormal marketing - some who want to market ghosts and some who don't, dinner at the Vault and Cellar - Bourbon bar

#### **Recognition of Past MATPRA Board**

**Krista Boothby, Treasurer & Morgan**

**Christopher, Chair-Elect**

- Krista - Happy 20th Anniversary, MATPRA!
- Honored: Alicia, Carl, Nicole, Jen, not here - Mindy, Cory
- Morgan - read a poem by Karen Dockins, along with custom cookies she made
- Krista - commemorative 20th anniversary key rings

#### **Next Quarterly Meeting**

**Justin Kerns, Meeting Host**

**Friday, November 4 - Winchester, VA**

[The Wayside Inn](#) in Middletown will be the host hotel for the MATPRA Quarterly Meeting on Friday, November 4<sup>th</sup> at 10am. The hotel is the oldest continually operating inn in the U.S., open since 1797. If checking in on Thursday, November 3<sup>rd</sup>, the nightly rate will be \$125/night. The rate will also be available for the evening of November 4<sup>th</sup> if you'd like to extend your stay. To book your overnight hotel stay, please call 540-869-1797 and mention MATPRA. Please book your overnight stay ASAP.

Lunch for the November 4th meeting is \$15 and can be paid directly to Visit Winchester via cash or check.

Dinner the night before will be at the [Vault and Cellar](#), just down the street (walking distance) in Middletown. Please email Justin Kerns at [Justin.Kerns@visitwinchesterva.com](mailto:Justin.Kerns@visitwinchesterva.com) if you'll be in attendance for the Thursday dinner by Monday, October 31, 2022.

To RSVP for the November meeting, email [midatlantictourism@gmail.com](mailto:midatlantictourism@gmail.com). Please indicate if you plan on arriving Thursday evening and if you have any dietary restrictions.

#### **Closing Comments / Adjournment**

**Morgan Christopher, Chair-Elect**