



Meeting Minutes

Call to order

A meeting of MATPRA Board of Directors commenced at 10 a.m. on Jan. 19, 2024, during the organization's quarterly meeting, which was held virtually.

Attendees

- Board attendees included Chair Morgan Christopher, Chair Elect Claire Aubel, Secretary Eric Knopsnyder, Treasurer Nicole Warner.
- Full list of MATPRA attendees is available on Google Drive.

Members not in attendance

None

Approval of minutes

A motion to approve the minutes was made by Nicole Warner and seconded by Kathryn Lucas. The motion passed unanimously.

Executive Committee

Pursuant to a unanimous vote by the Executive Committee in compliance with the organization by-laws, Jake Wynn has assumed the office of Treasurer, replacing Nicole Warner. The announcement at this meeting makes official Jake Wynn's position on the Executive Committee of MATPRA per the alliance guidelines. The official slate of officers through June 30, 2024, is as follows:

- Morgan Christopher (legal name, Morgan Christopher-Kice) – Board Chairman
- Claire Aubel – Chair Elect
- Jake Wynn – Treasurer
- Eric Knopsnyder – Secretary
- Past Chair role will remain empty per the by-laws after the departure of Matthew Scales and with no former chair of MATPRA willing to step into the role at this time. Role will remain vacant until the change of officers on July 1, 2024.

Motions

- Motion by Morgan Christopher to nominate Jake Wynn as treasurer, replacing Nicole Warner, who had filled the vacancy since October 2023. Motion seconded by Mary Grace Kauffman and passed with 41 votes.
- Motion by Morgan Christopher to increase administrative consultant position to 40 hours per month at a salary of \$30 per hour. Budget for the position will increase from \$9,600 to \$14,400, with the balance coming from the money earmarked for a strategic plan, which will not be completed in the 2024 fiscal year. Motion seconded by Lisa Haggerty. The motion passed.
- Motion by Morgan Christopher to change the title of administrative consultant to Managing Director. Betsy Devore seconded the motion. The motion passed with 34 votes.
- Motion by Morgan Christopher to approve up to six vendors for paid appearances at the 2024 Media Marketplace in Virginia's Blue Ridge. Kathryn Lucas seconded the motion. The motion passed.

Reports

- Treasurer's report – by Nicole Warner
 - Wild Apricot allowed January meeting fees (originally scheduled to be held in Hagerstown, Md., before it was postponed due to weather conditions) to be collected online. Unless otherwise requested, individuals' fees will be used for the Hagerstown quarterly meeting now slated for June 21, 2024, in Hagerstown, md.
 - MATPRA has CDs valued at approximately \$30,000.
 - Motion by Morgan Christopher to approve the report. Mary Grace Kauffman seconded the motion. The motion passed.
- Media – by Carl Whitehill
 - Target date is Feb. 5 or 6 to send announcements for Marketplace applications.
 - Hope to finalize a list of 60 attendees by April 18.
 - Committee plans to revise question about diverse audiences, which respondents did not seem to adequately address on 2023 applications.
 - Brenda Black has been working on the media list to make sure that it's up-to-date
 - "Influencers" will be referred to as "content creators"
 - Committee aims to differentiate between any media members who are paid directly by DMOs for content and traditional journalists and make this information available to MATPRA members in order to facilitate conversation between those who offer paid content opportunities and those DMOs that are open to it.
 - Committee's goal is to limit paid content creators to 15 percent of the overall pool.
 - A spirited discussion was held about micro influencers and what parameters should be used in determining which content creators will be invited.
- Marketing/Social Media updates – by Cat Jenkins
 - Committee is taking a small break from editorials until journalist surveys are returned with feedback on how they can be most useful to everyone
 - More volunteers are needed for the social side

- Cat is working on a LinkedIn profile for MATPRA, which will be used to promote Media Marketplace
- Cat is hoping to develop a Media Kit for Marketplace, listing which journalists and DMOs will be attending
- Membership Committee – by Lisa Haggerty
 - Two people have expressed interest in joining the committee
 - Lisa is working with Morgan on list of goals
- Website Committee – by Jake Wynn
 - Committee is working with Datachieve Digital on new site and held a training session on Jan. 4
 - Much of the new site has been mapped out
 - This is a great time for DMOs to add itineraries, news posts, events to the website
 - Due to time constraints on virtual quarterly meeting, a separate session will be held on how to update website info

Unfinished business

- Marketplace 2024 report, as delivered by Kathryn Lucas of Visit Virginia’s Blue Ridge
 - A block of rooms has been reserved at Hotel Roanoke, but Kathryn asked that MATPRA members wait to call for reservations.
 - Registration for DMOs should be available by mid-March
 - Welcome dinner will be held at a new restaurant and bar located within walking distance of the hotel, although transportation will be available for those who need it.
 - Sponsor update:
 - Claimed – Breakfast, opening reception, one in-room gift
 - Pending – Welcome bag and welcome dinner
 - Available – Pins for state tourism boards, nylon hand fans, FAM tours, boxed lunch, Thursday breakfast, closing lunch, Wednesday dine-around.
 - PDF of sponsorships to be provided by Kathryn

New business

- Fling Golf opportunity
 - Jonathan Bellingham is an informal ambassador for Fling Golf
 - May be an opportunity to get golf courses/hotels on board for overnight outings
- Morgan Christopher is looking to have RFPs for 2025 and 2026 Media Marketplace hosts available soon
- Executive committee will be working to update bylaws and guidelines. Wild Apricot has changed some procedures. Updates also will address travel expenses and the managing director role

Announcements

- Heidi Schlag announced that a recording of the “coffee chat” virtual meeting about pre- and post-Marketplace FAM tours is available.

Adjournment

- Adjournment motion made at 12:30 p.m. by Morgan Christopher and seconded by Eric Knopsnyder. Unanimous vote ended the quarterly meeting.

Eric L Knopsnyder

Secretary

Jan. 31, 2024

Date of approval