



# Meeting Minutes

## Call to order

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

## Attendees

- Board attendees included Chair Morgan Christopher, Secretary Eric Knopsnyder, Treasurer Jake Wynn.
- Full list of MATPRA attendees is available on Google Drive.

## Members not in attendance

Chaire-elect Claire Aubel

## Approval of minutes

A motion to approve the minutes was made by Mary Grace Kauffman and seconded by Sue Swales. The motion passed unanimously.

## Reports

- Treasurer's report – by Jake Wynn
  - Jake is developing budget for next fiscal year. Will be ready for approval at the June quarterly meeting.
  - Also developing processes to make things easier for MATPRA members to examine finances, which will be broken down by project.
- Media – by Carl Whitehill
  - Carl praised the work done by the Media Committee, as members combed through the master list to make sure members were still active.
  - Committee revised the application and added a scoring process to give committee members a tangible way of grading applicants.
  - Partnerships with other organizations such as SATW, NATJA and OWAA helped bring 79 applications for 2024 Media Marketplace, up from 44 the previous year.
  - Accepted 60 applications, almost half of whom had never previously attended a Marketplace.
  - Morgan suggested that the Marketing Committee come up with a rack card that describes what MATPRA, which can be distributed to journalists.
- Marketing/Social Media updates – by Cat Jenkins/Theresa Meeker Pickett
  - Cat is working on getting new topics out for editorials. Hope to have those soon.

- Theresa said the committee could benefit from adding more members.
- Morgan said that LinkedIn usage is growing and that MATPRA recently created a page. It will be used for association news such as DMO additions, deadlines for Marketplace, etc.
- Membership Committee – by Lisa Haggerty
  - The Membership Committee is planning to have each MATPRA member record a testimonial about the benefits of being a part of the organization which can then be used on the website and/or social media
- Website Committee – by Ali Morris
  - The committee has been working to create new hubs, including a media area for journalists where they can gather more information
  - The committee will work to pool photography for a clean look on the overhauled site
  - The new site will help represent the seasons for destinations
  - Committee will continue to encourage event submissions from destinations
  - Any questions from members should be directed to the main MATPRA mailbox

## Unfinished business

- Marketplace 2024 report, as delivered by Kathryn Lucas of Visit Virginia’s Blue Ridge
  - FAM tours will include outdoor, museum/art/history and culture/food and beverage tracts, although food and beverage could be included in each.
  - Marketplace will be three hours, up one hour from 2023
  - Meetings between destinations and journalists/content creators will be short “cocktail rounds” and be held in the large Crystal Ballroom space
  - Sustainability will be encouraged, with members asked to bring their own water bottles and lanyards. Considering a design-your-own-lanyard contest.
    - Sponsorships still available:
      - Wednesday FAM (\$1,500)
      - Wednesday boxed lunch (\$3,000)
      - Wednesday dinner (\$5,000)
      - Thursday FAM (\$1,500)
      - Made-in-VBR Maker’s Market (\$4,000)
  - Heidi says that registration will open on May 1

## New business

- Nominations are being sought for the board secretary role. On July 1, Eric Knopsnyder will become chair-elect, Claire Aubel will become chair and Morgan Christopher will become past chair.

## Announcements

- Morgan announced that Madden Media will host a professional development webinar on AI that will be open to everyone on staff at member organizations.

## Presentation

- MATPRA members were encouraged to come up with a Mid-Atlantic Road Trip in combination with other destinations at their table
- Challenge is to create a trip that connects by theme, activity or experience across the entire region

## Professional Development

- Sean Streicher, an anchor for the Fox43 news team, joined the session to discuss how MATPRA members can do a better job of getting stories covered by journalists. Highlights include:
  - Make the subject line count.
  - Develop a relationship with the media member, if possible
  - Make it timely:
    - Answer this question: Why now?
    - Get the pitch to them two weeks in advance, if possible, but follow-up the day before the event
  - Make it friendly. Conversational is better than something written by AI.
  - Tap into newsy elements, such as gas prices.
  - Provide B-roll, if possible.

*Eric L Knopsnyder*

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Secretary

June 17, 2024

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Date of approval