



## Meeting Minutes

### August 27, 2024 Annual Meeting

#### Call to Order

An annual meeting of MATPRA Board of Directors and DMO members commenced at 12 p.m. on August 27, 2024, during the organization's Annual Media Marketplace, which was held in Roanoke, VA.

#### Attendees

- Board attendees included Managing Director Heidi Schlag, Chair Claire Aubel, Past Chair Morgan Christopher, Chair-Elect Eric Knopsnyder, Secretary Catherine Jenkins, and Treasurer Jake Wynn.
- Full list of MATPRA attendees is available on Google Drive.

#### Approval of Minutes

A motion to approve the past meeting minutes was made by Jennifer Boes and seconded by Nicole Warner. The motion passed unanimously.

#### Reports

##### Treasurer's Report – by Jake Wynn

- Jake explained the revenue from membership dues and sponsorships was \$47,393, and that he will be working with VBR on the expenses from Marketplace.

A motion to approve was made by Nicole Warner and seconded by Lisa Haggerty. The motion passed unanimously.

#### Website Committee Update – by Ali Morris

- Ali announced the new website is live. She encouraged members to update their destination profile and add their events and blog posts to help showcase what's coming up in your region. The new interactive map on the website links to Google Maps, making it easy for journalists to plan trips and see our destinations on a map.

#### Social Media Committee Update – by Aaron Jumper

- The committee has 4 members, and Aaron suggested they could use one or two more members. The committee just got access to the Instagram account, and he encouraged everyone to use the social media hashtags throughout Marketplace.

#### Marketing Committee Update – by Catherine Jenkins

- Catherine explained that there is currently only one member on the committee, and she would like more members to join.
- She said the main goal right now is to get the editorials back up and running, and we want to be able to have DMO's submit their editorials to the website to increase website traffic. She is working with Ali and the website committee on getting those forms set up on the new website.

#### Membership Committee Update – by Lisa Haggerty

- Lisa said she'd love to hear why you like being a partner to MATPRA.

#### Media Committee Update – by Eric Knopsnyder

- Eric gave kudos to Carl Whitehill and the entire Media Committee on their hard work recruiting an outstanding group of journalists for Marketplace. They worked very hard to refine and score the applications and rank them.
- The committee also updated our media list and purged 150 names. A goal for the upcoming year is to keep building that list.
- Something new this year was including content creators in Marketplace. The committee wants to tighten up the application process for content creators for next year's Marketplace.
- Carl would also like to form an advisory committee of media.

## Unfinished Business

### Bylaws Update - by Claire Aubel & Morgan Christopher

- Claire explained that it's been a few years since the bylaws had been updated so the Board went over those in-depth and updated them. The Board is also working on reviewing and updating the Policies and Procedures.
- Morgan reminded all committee chairs to upload digital copies of all documents in the Google Drive, as we have a fiduciary responsibility to this organization.
- Nicole Warner asked where the paper backups live because it's hard [to find things] when people switch positions and leave.
- Morgan explained that we've been paperless for the last 5 years and everything lives on the Google Drive.
- Jennifer Bell asked about the voting article of the bylaws. Jennifer wanted to know why only 20% of the membership was required to vote, as it seemed too low.
- Morgan explained that it depends on what issue we're voting on, like when we needed the projector, it just made sense as a Board to make those decisions but for bigger decisions, we wait for the annual meeting or quarterly meeting to get membership votes.
- Nicole Warner stated that she feels those numbers [in the bylaws] were put in place just so we're able to move forward with decisions.
- Claire said that if we can't wait for the next meeting for a vote, we will send out the vote via email. There is a certain discretionary level with the Board but we do try to hold things for the quarterly meetings.
- Claire said that the Board all agrees that transparency is key, and that's another reason why everything lives in the Google Drive. We strive for transparency and keep notes of everything we do.
- Chris Temple said that it should be stated in the bylaws which issues the Board can vote on without a membership vote. It's smart but she thinks that language needs to be added into the bylaws.

A motion to amend the bylaws, Article 8 Section 2 was made by Chris Temple and MaryGrace Kauffman seconded this motion. The motion passed unanimously.

## New Business

### Proposed FY 25 Budget – by Jake Wynn

- Jake explained that the proposed FY 25 budget was emailed out to everyone, and this budget reflects some changes and restructuring of how the budget looks as well as recategorizing things.
- After Marketplace, we will be moving to Quickbooks to help manage cash flow. The use of Wild Apricot has changed the game for Marketplace as we were able to put registration and everything for Marketplace through it.
- He said we have strived for a balanced budget this year with registration and sponsorships going through MATPRA. That change is why the annual budget is larger this year.
- He also stated that we've been talking about grant opportunities and advertising opportunities, so if anyone has ideas for additional revenue for the organization, the Board would love to hear your ideas.

A motion to approve the budget was made by Nicole Warner and Brandi McKeating seconded this motion. The motion passed unanimously.

Claire Aubel asked for a motion to adjourn the meeting, Eric Knopsnyder motioned to adjourn and it was seconded by Lisa Haggerty and Aaron Jumper.

## Announcements

Claire announced that it's our duty as an organization to protect our media contact list because there have been two serious attempts by a PR agency this year alone to poach our media list.

## Work Session

Members split into groups by geographical area and created itineraries between destinations.

## Professional Development

Lead Instructor and co-founder of JB Media Institute, Sarah Benoit, gave a [presentation about the future of AI](#) and how it can help your team, locals, and visitors. She also gave a [presentation on the science of storytelling](#).

Catherine E. Jenkins

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Secretary

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Date of approval