



MINUTES OF CLEARFIELD, PA, QUARTERLY MEETING
Friday, April 25, 2025

10:07 Claire calls meeting to order

Approval of minutes. Moved to approve by Andrea Ryan, Second by Ginny Jacob-Colella

Treasurer's report by Jake Wynn. Move to approve by Eric Knopsnyder, Seconded by Mary Grace Kaufman.

Marketplace 2025 Update

Lisa Haggerty – Gave a detailed schedule for the three-day Marketplace

Marketplace schedule – There will be two hours of scheduled one-on-one appointments, then a short break, then an hour and a half of

Registration will open in the first two weeks of May; \$600 per person

Committee Updates

Media Committee: Ginny Colella

- 105 applicants to Marketplace, have about 40 journalists getting invitations along with 20 content creators

Marketing Committee: Andrea Ryan

- You can submit editorial content each month or do it ahead of time. It is sent to our media list as well as being posted on our website.
- They are working with social media committee to post the content when they are finished.

Social Media Committee: Mary Grace Kauffman

- Thanks to Aaron Jumper for his service. She has taken over as chair.
- Noted social media accounts for new members.

- Each DMO has been assigned a rep on the committee who will make sure to post content on them on a rotating basis.

Membership Committee: Lisa Haggerty

- They have contacted some of the new members to welcome them and let them know the benefits.

Website Committee: Ali Morris

- Nicole Warner has joined her as co-chair; she is transitioning out of the chair role.
- Let her know if you see any issues on the website that need to be addressed.
- Now is a great time to update to your info ahead of Marketplace and to submit events for the fall.
- Looking for more help on the committee.
- Gave report on top pages

New Business

West Virginia – only one member at this point – What are thoughts on adding New Jersey?

- Mary Grace – open to letting New Jersey; not ready to kick West Virginia out but wants media members to know that representation isn't equal.
- Ginny asked about putting the number of representatives from each state, and Heidi said we could do that when we contact the media.
- Eric – add New Jersey and we can get access to more NYC journalists.
- Regina Gargano from Explore Schuylkill said she's in favor of adding NJ.
- Aaron Jumper – logistically, it could rule out some destinations from hosting Marketplace

Mary Grace motions to adjourn business meeting; Aaron Jumper seconds.

Meeting adjourned.

Chris puts Primary Focus, which is what creator HAS to do and DMO is paying for

Secondary Focus are things that they might want to visit, but aren't paid for the DMO.
They're suggestions.

List comped items on itinerary with valued at ... line

OR go with a total estimated value of comped experiences.