

Frederick, MD Meeting Minutes – October 17, 2025

Meeting called to order at 10:12am by Eric Knopsnyder

Motion to approve previous meeting minutes by Alyssa Lopano, seconded by Jen Sigal, motion passed unanimously

Treasurer's Report by Jake Wynn

-There will be an official budget for approval virtually, which will be coming soon, we are concluding the Marketplace in Reading's numbers.

-We broke even in Reading, and in Roanoke, we made a \$10,000 profit, so there was a significant drop there that is unfortunately due to a lack of sponsorships in Reading.

-In the revenue section, we have some dues coming in from this quarterly meeting. Marketplace takes place in the beginning of the fiscal year, so the costs get split over 2 fiscal years.

-Heidi has broken it down by Marketplace. We dropped our professional development budget for this fiscal year.

-Total expenditures were \$130,750, and a net revenue of \$4,039.16

-We have \$82,478.89 in assets, and we have 2 CDs, for a total of current assets we have \$112,621.71.

- As we are closing out Reading, a significant expenditure will go towards that, and you will see that reflected in the budget that we will share at the virtual meeting in January.

Heidi Schlag added that we decided on putting the credit card fees to apply online, all to save the organization \$3,000-\$4,000 if you pay online, but you could avoid the fee by sending in a check.

MaryGrace Kauffman motioned to approve, seconded by Joel Cliff. The motion passed unanimously.

Marketplace Update by Catherine Jenkins

-She shared that contracts are in place, and that the Delaware DMOs are all working on FAMs tours, discussing sponsorship options, and figuring out if we should do the dine-around or eat together in one place, things like that.

Scott Thomas asked if there is a deadline or timeline to have these Pre/Post FAM ideas secured. Heidi responded late March, early April is ideal, so we can let journalists know what options are.

Eric Knopsnyder said that it can be general at that point, just how many people you could handle, and you have time to figure out the hotel and all the stops.

Update about adding New Jersey by Eric Knopsnyder

Eric shared there are quite a few DMOs in New Jersey who are excited about getting involved, and we have the opportunity to join their state call next month to share with all their DMOs all about who we are and what we do. Atlantic City has jumped in with both feet already, and we are just waiting on their membership dues.

Lindsey Arcuri shared that we are all MATPRA cheerleaders and if you are ever around your neighbor DMOs who may not be a member, we would love for you to chat with them and share the benefits of joining and answer any questions they may have. She shared that she and Eric will be having an in-person meeting next month in Johnstown, PA, with their sister DMOs and are trying to get more destinations to join, and there will be some journalists there as well to share their experiences, so if anyone would like to join, let them know. Lindsey also shared she would love some more membership committee members, especially from other states, so there is equal representation on the committee.

Eric added that the Board is working on how to get more people to join more committees because in the survey, they were all media committee heavy, and we would love to have the other committees full as well. The Board discussed the possibility of there being a financial benefit to this, and he asked for open discussion to see what everyone thought about that. Heidi added that your entire DMOs are members, so even if you don't have the capacity to join, any member of your staff can.

Jen Sigal added that maybe extra time with journalists at Marketplace, only for committee members, would be beneficial and incentivize people to join.

Joel Cliff discussed the idea of at Quarterly Meetings, inviting surrounding DMOs who are not currently members to the meeting that's already happening, so they can see how it works.

Claire Aubel chimed in that maybe if they signed up for MATPRA that day, that meeting could count towards their attendance at Marketplace. She also told members that if they want to set up a similar situation where they want to set up a meeting with other DMOs who aren't members, to reach out to the Board, and we can help coordinate and put it all together.

Eric asked members in attendance how Wednesdays or mid-week days would work for Quarterly meetings, if members would prefer that over the Friday meeting date. Eric asked for feedback on for his quarterly meeting in April, if members would prefer to drive a little further to see a key attraction there, or would they prefer to be closer to the turnpike.

Heidi then asked members with meetings being on Wednesdays, if they would still like the idea of a dinner after, because the time change to 1pm-4pm makes the meeting more of a day trip. She then discussed maybe doing a noon lunch before the meeting with the journalists instead of dinner.

Joel Cliff chimed in with a concern about hotel room blocks and if that would still be a option with this new meeting day/time because some people would be driving 5-6 hours each way.

Coffee Chat Update by Claire Aubel

She shared that we are getting back into the swing of things with scheduling coffee chats. Our next coffee chat is Taryn from TKPR, an agency that has a lot of DMO clients. The topic will be “5 things you should be doing right now to ensure successful media relationships in 2026”.

Committee Reports

Social Media Committee Update by MaryGrace Kauffman

She shared that things are pretty quiet on her end and going well, she has a few members involved, but would love for anyone else to get involved.

Website Committee Update by Jake Wynn on behalf of Ali Morris

Ali shared with Jake that they are currently building out content on the website for the 250th anniversary and are relying heavily on content submitted through members. You can submit your information on the website through the member portal, the topic for October is still open to submit as of now, so please do that as soon as possible if you are interested. Please also add any of your big events to the calendar. There is a website-wide refresh of header images and refreshing posts/content to keep everything updated, so please continue to update your information. Jake shared some analytics on which pages on the website are performing well, and shared that Lake Erie had a very popular post.

Marketing Update by Andrea Ryan

Andi shared that she has taken over for Darby as Chair with doing the press releases, and she needs someone on the committee to replace what she was previously doing. She asked for members to remember to submit their content because submissions have been light lately. She shared that everyone needs to make sure they are submitting high-quality photos, and that she’s working on topic ideas for next year, so if you have any ideas to let her know.

Media Committee Update by Catherine Jenkins on behalf of Ginny Colella

Ginny shared with Catherine that right now she’s just working with the board to figure out who is currently a Media Committee member, and the process of being able to join the committee.

Claire Aubel shared the Board is discussing the possibility of having members serve at least one year on another committee before being accepted into the Media Committee.

Eric Knopsnyder made a motion to approve that members must serve on another committee for a one-year term before being allowed to join the Media Committee.

Joel Cliff approved, Aaron Jumper seconded, and the motion passed unanimously.

Open Discussion

Joel Cliff asked the group where everyone stands on Twitter/X and if they are still using the platform, if they find it useful, and/or if they have transitioned to Blue Sky and found success there.

Members then proceeded in an open discussion, and the consensus was that they have not utilized Twitter/X because there has been a lack of engagement, whether that be before it became X or after. Members also have not utilized Blue Sky.

Brainstorming New Sponsorship Ideas – Open Discussion

-Sponsor a cocktail lounge only for committee members

-Pay for a video to be played, either 15 seconds / 30

-Advertisement in the header of emails to media

-Advertisements in the monthly press release emails

-Coffee chat sponsorship where they get 5 minutes before it starts to address attendees, would have to start inviting media to the chat to make it worthwhile.

Eric Knopsnyder motioned to adjourn the business meeting, MaryGrace approved, Andi Ryan seconded, and Eric adjourned the meeting at 11:22am.