

Meeting Minutes
January 21, 2026 Virtual Quarterly Meeting

Call to Order

Started at 1:02 PM

Ginny Colella gave motion to approve Frederick minutes, Lindsay Arcuri seconded.

Treasurer's Report

Budget v. Actuals for FY26

- Just under 50% of anticipated revenue which makes sense as we are halfway through the fiscal year, right where we want to be.
- Will see lots of 40%'s in many categories which also makes sense
- Expenditures → 79% of budget because most of expenditures take place in fall as MATPRA closes out Media Marketplace

Statement of Financial Position

- (see doc from agenda)

No questions for the Treasurer's report.

Vote to accept treasurer's report: Motion by Chris Temple, seconded by Collin Norman.

None opposed.

*Jake Wynn shared he will be stepping down from Treasurer at 2026 Marketplace (DE)

New members introduced themselves

- Collin Norman (from Smithfield, VA now with Clearfield, PA)
- Jill Robinson (Endless Mountains, PA)
- Sam Wall (Visit SoSi)
- Hannah Toufas (Visit SoSi)
- Andrea Wojcik (Delaware Small Business/Tourism)

Marketplace Update - Cat Jenkins

- New cocktail reception media opportunity for DMO sponsors only
- New Flash Feature sponsorship option
- New editor's panel sponsorship option
- Pre-Post FAM commitments needed by late March

Old Business

IMM Update

- Eric shared we've had a great response - 13 members and over 30 journalist RSVPs
- Focused invite list on journalists who don't regularly attend MATPRA or haven't been to one before

- Brief conversation about level of interest from Canadian media - consensus that Canadian travel market is rebounding slowly and now is more about making relationships to be ready for when it's a healthy market again.
- Chris Temple asked if MATPRA could be repped at IMM by someone with money from the budget similar to how state organizations do

Wednesday Quarterly Meetings

- Cost saving for MATPRA so we don't have to pay for lunches
- Heidi communicated that someone from your DMO needs to attend 1 in-person quarterly to attend annual MATPRA Marketplace in August (April and July quarterly meeting options)

Coffee Chats

- Working on putting together winter + spring coffee chats
- Welcome suggestions for topics or any speakers they liked → encourage members to reach out

Committee Reports

Website - Ali Morris

- Focusing on America 250 content
- Not a ton of submissions for 250 content, lots of people focused on press releases → submissions do not have to be super Revolutionary War-focused, just about America's history, where it's gone and where it's going
- Quiet on the website front in terms of post and event submissions
- In desperate need of committee members and someone who wants to take on the role of leading the committee.

Social media committee - Mary Grace Kauffman

Mary Grace was unable to be present and emailed the below update which was shared:

- New member - Sarah Frey from Calvert County, Maryland! We are now a committee of four, including Lissy and Buffie.
- I encourage everyone to follow us and interact with posts on Facebook, Instagram and LinkedIn. It helps more than you know.
- If you're a destination with recommendations for what to post feel free to email me at marygrace@destinationgettysburg.com. Thanks!
- 2025 social metrics included in recent e-blast → lots of impressive increases

Marketing - Andrea Ryan

- Reminder to submit editorial content each month → over 50% open rate on media distribution list

Membership - Lindsay Arcuri

- Really need more committee members; Lindsay is going on maternity leave.

Media - Ginny Colella

- Earliest the committee has had the applications completed - application now up and live, includes QR code that goes directly to application

- Will review applications at beginning of March to have final review at April quarterly meeting
- In order to serve on the media committee, members have to have served on another committee prior.
- Decision on media couples at Marketplace: Previous issues with couples creating separate Whova accounts and getting double the appointments. Couples now must apply as a couple and only one will be covered by registration. MATPRA will charge \$250 for second person to attend (they will be covered for everything like the first media member)
- Media will be DQ'd from being judged if they submit articles that are >2 years old.

New Business

- Eric Knopsnyder shared that Mountaineer Country (WV) is now a member

Motion to adjourn by Morgan Christopher, seconded by Ali Morris

Adjourned at 1:43 PM

The group was then split into smaller groups (by budget size) for a 30 minute discussion of ideas on how to stretch your DMO's PR budget.