MATPRA Quarterly Meeting Minutes

April 15, 2026 | Laurel Highlands, PA

Welcome new members and guests

Call to Order/Attendance

Commenced at 1:16 PM on April 15, 2026 for quarterly meeting in Laurel Highlands, PA at The Barn at Fallingwater.

Approval of Meeting Minutes

Meeting minutes from virtual January 2026 quarterly meeting

Ginny Colella motioned to approve and Colin Norman seconded. All approved. None opposed.

Treasurer's Report - Jake Wynn

P&L Q3

- Total revenue: 46% of budget so far
- Line 4020 (IMM reception) was not originally budgeted but we received $4,052 in revenue from that event.
- Jake noted that revenue comes from things like Marketplace registration and membership renewals, so we should start seeing a lot of that come in at the end of the fiscal year.
- 85% of budget spent (most expenditures are at the beginning of the year)
- Revenue and expenditures will balance out by the end of fiscal year.
- Members were encouraged to consider the Treasurer role

Gina Gargano motioned to approve, Andrea Ryan seconded. All approved. None opposed.

2026 Marketplace Updates

- Pre/post-FAM hosts note from Cat Jenkins: there is a Zac Bryan concert the weekend before so there may be traffic concerns traveling in the weekend prior.
- Sponsorship package has been shared with membership; noted that there are new opportunities for 2026 Marketplace
    - New opportunities created based on feedback that some opportunities were too expensive or didn't get enough facetime with the media.
    - NEW: Flash Features (4 minutes to pitch destination at a breakfast or lunch); cocktail reception where only DMO sponsors are invited and all media attend.
- Eric Knopsnyder noted that it is required to attend 1 quarterly meeting each year to be eligible to attend MATPRA Marketplace. Eric gave an overview of Marketplace format for those who have not been before.

- Eric highlighted the benefits of hosting pre/post FAMs before or after Marketplace, especially for destinations within a 2 - 3 hour drive of Dover, DE
- Registration for Marketplace will open in the beginning of May

Old Business

Update on membership/New Jersey

- Lindsay Arcuri - introduced new membership committee members Brandy Owens and Joni.
- Heidi shared new members: Visit Mountaineer Country (WV), Visit Atlantic City (NJ), Visit Indiana County (PA), Experience Chesterfield (VA); Visit Winchester (VA) and Visit Alexandria (VA) re-joined after relapsed membership

Hosts for FY27 Quarterly Meetings

- No official locations confirmed yet, so members were encouraged to consider hosting.
- Eric shared a reminder that 1 in-person quarterly meeting must be attended to attend the annual Media Marketplace; noted that MATPRA likes to spread the geographic location of these quarterly meetings to make things more accessible for members.
- Heidi noted that MATPRA pays for cost of the meeting so it is a low lift on DMO budget

Nominations for Officers (Secretary + Treasurer)

- Members urged to consider nominating

Media Submission Spreadsheet

- MATPRA has started a spreadsheet to track media hits resulting from MATPRA
- Simple Google form to fill out if your destination gets a story from media you met through MATPRA

Committee Reports

<u>Website - Ali Morris (Co-Chair)</u>

- Ali not present; Jake shared - consider adding major events to the MATPRA website
- Reach out to Jake or Ali if members have any issues with the website.

<u>Social Media - Buffie Boyer</u>

- Requires about 1 day a week for 15 minutes - each person picks a day that they post on MATPRA's socials. The committee splits up posting by region.
- Members were welcomed to email the committee if there are events, articles, or content that they would like shared.
- Encouraged to share articles resulting from MATPRA - Heidi noted she will share spreadsheet with Buffie

- Lissy, Sarah, and Buffie - Buffie will share list of who has which destination so we can share with correct person

Marketing - Andrea Ryan

- Monthly press releases are sent to journalist list via email and also shared with social media committee.
- Members were encouraged to ask Andrea if they have any questions about how to submit.
- Unprecedented level of submissions last month which was great.
- Low lift - proofread, make sure links are correct, get it published. Noted that Heidi is great to work with on this also.

Membership - Lindsay Arcuri

- New committee members: Brandy and Joni

Media - Ginny Colella

- 131 applications received for 2026 Marketplace - fairly sure that is a record
- Ginny shared review process - Upfluence program shared by Kris was extremely helpful in showing stats of creators' followers that are real, engagement rates, etc. Made the review process much easier.
- Nice mix of new applicants; big thanks to Eric and Aaron who attended MATPRA meetup in New York → the media committee had QR code for that meetup which brought in a lot of new applicants from media.
- 38 journalists accepted, 22 content creators + influencers (3 of those are couples which take 6 spots. These were very strong couples so the media committee felt it would be a disservice to membership to not accept)
- Fallback list for open spots if first round media do not accept
- Attending media represent a wide variety of outlets and topics - Forbes, Nat Geo, WaPo, Pittsburg Post-Gazette to more niche writers like outdoors, fishing, etc.
    - Media committee wanted to make sure media fit all categories now that we have 6 states as membership.
    - Understand many members do not have budget to host content creators so that was taken into account while looking at media kits
        - Upfluence also allowed media committee to see rates of creators since many do not include prices in their media kits.
        - Made sure all metrics were covered especially when evaluating content creators
    - Catherine noted that a lot of people described themselves as content creators but were more closely aligned with journalists → noted that the line is becoming blurred and many media do both right now. Considered sending accepted media "You have been accepted as content creator or you have been accepted as journalist."
    - Made sure that media and
- To serve on media committee, members have to have previously served on another committee

- Aaron noted that they tried to bring fresh creators in and some media, if for example they have been regulars at the past 4 marketplaces

New Business

Quarterly meeting schedule

- This is the first new quarterly meeting format departing from the traditional Friday meetings - opened up to discussion for member feedback on new format:
    - "I like it because it's still a work week and am able to get back and still have a bit of a work week to catch up."
    - "If it's a further drive I will still have to spend the night regardless, still prefer the 10am - 2pm timeframe."
    - "I liked the 10am - 2pm timeframe because the new format cuts into my budget more and I would have to stay 1 - 2 nights. No preference on day of week. 1 - 4PM felt like a wonky time." *member from far away destination
    - "I like the weekday format"
- Heidi noted that the new format change was to save MATPRA money because the $20 registration fee didn't cover lunch costs. Ginny noted boxed lunch is average of $28 now. MATPRA would have to raise the registration price if we go back to 10am - 2pm.
- Claire Aubel noted that it will be up to the quarterly meeting host to decide on hosting journalist lunch beforehand. Destinations are so different so MATPRA looks to the host about media members in the area (host can choose if they want to do a lunch or dinner - new format gives more flexibility)
- The July Staunton meeting will be the same format of 1 - 4PM on Wednesday. Will have a conversation at the Annual Meeting about the format of quarterly for the next year.

IMM reception

- International Media Marketplace annually in NYC each January - largest media gathering in the US but very expensive. Idea was born to host a MATPRA media mixer before IMM for MATPRA members to drive up and meet with media for one evening the night before the marketplace.
- 13 MATPRA members attended and there were more than 2x the number of journalists. Especially impressed with the success of the event given how late it was put together. Many of the media reached out to were new ones who were not familiar with MATPRA.
- Suggestion for next year: nametags to identify who is there as part of the media mixer

At 2:00 PM, Ginny Colella motioned to conclude the business meeting, Aaron Jumper seconded.