MATPRA Quarterly Meeting Minutes – Staunton, VA – July 15, 2026

Board Members present: Heidi, Eric, Cat
Members present:
Meeting called to order at 1:17 pm

Previous meeting minutes were approved by Lissy Kinder and seconded by Janet Pollard. Meeting minutes passed unanimously.

Treasurers Report by Heidi: There is a bit of a deficit but overall, we are in a good place financially, but we split expenses and revenue over two fiscal years. Marketplace sponsorships and registrations are mainly where the deficit is. We are up on membership which is really exciting, we have been working hard to do that. We have to CDs both at $15,000, saved for a rainy day.
Treasurers report approved by Shane Terry, seconded by Hannah Toufas. Treasurers report passed unanimously.

Marketplace Report: Planning is almost done, we are excited to welcome everyone to Delaware and get a taste of the entire state. We are looking for sponsorships still so keep an eye out.

Members discussed the diversity of media invited this year, and Morgan Christopher asked about making the one on one meetings 10 minutes instead of 15, Heidi answered that the Whova app does not allow that, it only lets us do 15 minutes. Members discussed the application process more.

Morgan Christopher made a motion to start a Marketplace Committee. Members discussed this possibility and if it would take away value from the host destination and discussed how it would be structured. The vote on adding this committee was tabled to be handled at the Annual Meeting in September in Delaware so that full Membership will have a chance to vote.

A member brought up the idea of volunteer sign-up sheets to help out during Marketplace in Delaware.

Website Committee Report by Ali Morris. She mentioned they need new members and are looking for help. She talked about the two different platforms for MATPRA's website and where you submit content vs. where you update your destination profile. With Marketplace around the corner, make sure your destination pages and content is updated and ready to go as journalists will be looking.

Social Media Committee Report by Buffie Boyer. Buffie said she is working on starting welcome posts for new members and posts for Marketplace sponsors. She asked for new members and talked about how easy and light the lift was.

Marketing Committee Report – absent – no report given

Membership Committee – absent – no report given

Media Committee Report by Catherine Jenkins. She mentioned there is a good mix of journalists and content creators, we used an AI tool to figure out which of the engagement stats were real. We made sure the mix was good and if there are too many content creators, just know that we had more journalists, but had to fall back on the maybe list.

Eric Knopsnyder adjourned the business meeting at 2:10pm, a first motion by Connie Spindler, seconded by Morgan Christopher.