

**Mat-Su CVB  
Board Meeting MINUTES  
December 1, 2023**

**Board Members Present**

Mark Austin  
Mark Fleenor  
Roberta Warner  
Kierre Childers  
Heather Dudick  
Travis Taylor  
Jennifer Brandon-Hanks  
Mandy Garcia

**Board Members Absent**

Sam Dinges  
Jeff Curtis

**Staff Present**

Casey Ressler  
Tasha Belka  
Katie Reeves  
Justin Saunders

Mark called the meeting to order at 10:26 am. The roll was called.

**AGENDA**

Roberta moved to approve the agenda. Mark Fleenor seconded. The agenda was approved by consensus.

**MINUTES**

Kierre Childers moved to approve the September 22, 2023 board meeting minutes. Roberta seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR'S REPORT**

Mark briefed the board on the status of the Gateway building project. The already-completed design is outdated and not viable any longer. The Mat-Su Borough must find \$500,000 for the redesign of the facility to move the project forward. It's our hope that Gary Wolfe, the original architect, be used for the redesign. Once funding is secured for the re-design, the project will continue as planned. Board of Directors term limits were reviewed and questions answered.

**PRESIDENTS'S REPORT**

Casey was pleased to report the transition of new board members and staff has gone smoothly and he looks forward to the coming year as decisions are made regarding destination intelligence platforms and Mat-Su CVB re-branding. These key features of the FY24 strategic plan reflect Mat-Su CVB's core mission to promote the Mat-Su Valley as a visitor destination and provide invaluable data to our members. Casey attended multiple industry events and met with Mat-Su Borough Manager Brown to discuss plans for the future as the MSB and MSCVB continue their collaborative work in support of the tourism industry. Additionally, he was appointed to the ATIA Marketing Committee and looks forward to working with the organization in that capacity. Updates were given for finance, marketing, membership, and the Arctic Winter Games. Membership is up this year compared to years past and the user-generated video platform Social

Venu has been onboarded. Questions were answered. Casey also reported the Visitor Guide's first proof is complete and on schedule to print on time.

### **TREASURER'S REPORT**

Kierre reported the Mat-Su CVB is doing well overall and trending on par with the FY24 budget. Payroll costs are significantly lower than FY23 and she noted higher than typical sick pay is a result of a staff member contracting COVID. New this year is the 'User Generated Content' category. This category will track expenses for Social Venu and CrowdRiff; online platforms designed to engage visitors, ultimately driving them to our website. Use of these platforms is common for DMOs and they source images through social media such as Instagram and Facebook using the hashtag symbol.

### **ELECTION COMMITTEE REPORT**

Roberta reported there were six candidates this year and four open positions. 27% of our members voted which is in line with prior years. It was a close race resulting in the following:

Travis Taylor, 34 votes  
Jennifer Brandon-Hanks, 33 votes  
Mandy Garcia, 33 votes  
Jeff Curtis, 26 votes  
Ailis Vann, 26 votes  
Tennelle Wise, 24 votes  
John Klapperich, 10 votes

The Elections Committee met November 2, 2023 to conduct a tie breaker vote to fill 3 of the 4 board vacancies; a 3-year term, 2-year term and 1-year term. The results were:

3 year term - Mandy Garcia  
2 year term - Jennifer Brandon-Hanks  
1 year term - Jeff Curtis

Final results of the 2023 Board Election are as follows:

Travis Taylor, 3-year term  
Mandy Garcia, 3-year term  
Jennifer Brandon-Hanks, 2-year term  
Jeff Curtis, 1-year term

### **ELECTION OF OFFICERS**

#### **Chair**

Mark Fleenor nominated MARK AUSTIN to serve as CHAIR. Roberta Warner seconded. There being no further nominations, Mark was re-elected Chair without opposition.

#### **Vice Chair**

Roberta Warner nominated KIERRE CHILDERS to serve as VICE CHAIR. There being no further nominations, Kierre was elected Vice Chair without opposition.

#### **Treasurer**

Kierre Childers nominated TRAVIS TAYLOR to serve as TREASURER. Roberta Warner seconded. There being no further nominations, Travis was elected Treasurer without opposition.

#### **Secretary**

Roberta Warner nominated MARK FLEENOR to serve as SECRETARY. There being no further nominations, Mark was elected Secretary without opposition.

#### **At-Large**

Mark Austin nominated ROBERTA WARNER to serve in the AT-LARGE position on the Executive Committee. There being no further nominations, Kierre was elected as the At-Large member of the Executive Committee without opposition.

### **NEW BUSINESS**

#### **LETTER OF SUPPORT MARINE FISHERIES**

Andy Couch of Fishtale River Guides requests a letter of support to the National Marine Fishery Service (NMFS) to revise Central District Drift Gillnet Fishery Management Plan Amendment 16 (5 AAC 21.353). This amendment allows for 2-day-per-week commercial drift gillnet salmon harvests from Drift Gillnet Management Area 1 and/or 2. History has shown that allowing a 2-day-per-week harvest in all or a portion of Management Area 2 may overfish Northern District Salmon stocks thereby negatively impacting in-river sport and personal use fisheries within the Mat-Su Borough. The letter provided by Mr. Couch proposes a revision to Amendment 16, limiting commercial drift gillnet harvest to one 12-hour-period-per-week. The board agrees a condensed one-paragraph letter in support of sustainable fisheries is most in line with our mission. Discussion of revising the current Amendment 16 will not be included.

Roberta motioned for Mat-Su CVB to write a letter in support of sustainable fisheries to ensure conservation and tourism growth. This authorizes CEO Casey Ressler to write the letter of support. Kierre seconded. Motion passed.

The board discussed creating a metric to use for future requests. This metric would create consistency while choosing topics to support that align with our mission. The board would like to revisit this topic at the annual retreat.

#### **BOARD RETREAT**

The board retreat is scheduled for Thursday and Friday, January 25-26, 2024, at the Alaska Glacier Lodge. Casey will work with the Executive Committee on the draft agenda and organize an informal zoom meeting to finalize.

#### **RESOLUTIONS: BANK ACCOUNT SIGNATURE AUTHORITY & AUTHORIZED SIGNERS FOR MAT-SU CVB CONTRACTS & AGREEMENTS**

Casey introduced two board resolutions. The first was Board Resolution FY24-02, "Board Resolution Updating Bank Account Signature Authority," which grants all members of the Executive Committee and President & CEO Casey Ressler the authority to sign checks on behalf of the Mat-Su CVB.

The second was Board Resolution FY24-03, "A Resolution Designating Authorized Signers for Mat-Su CVB Contracts and Agreements," which grants Chair Mark Austin, Secretary Mark Fleenor, and President & CEO Casey Ressler the authority to sign contracts and agreements on behalf of the Mat-Su CVB.

Mark Austin moved to adopt resolutions FY24-02 and FY24-03 as presented. Mandy seconded. Motion passed.

**MEMBER LUNCHEON**

The next member luncheon is scheduled for January 12<sup>th</sup> at noon at Turkey Red.

**ADJOURNMENT**

After some brief board member announcements, the meeting was adjourned by consensus at 11:45 am.

Respectfully submitted,




Tasha Belka, Recording Secretary

1/26/24

Date

Attest,



Mark Fleenor, Secretary

1-26-24

Date