**Mat-Su CVB**

**Board Meeting MINUTES**

**June 17, 2021**

**Zoom Meeting**

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| **Board Members Present**Mark Fleenor (Z)Roberta Warner (Z)Israel Mahay (Z)Travis Taylor (Z)Cole Chambers (Z)Cheryl Metiva (Z)Heather Dudick (Z)Rick Peterson (Z) | **Board Members Absent**Fernando SalvadorDan Wilcock | **Staff Present**Bonnie Quill (Z)Neil Campbell (Z)Casey Ressler (Z)Justin Saunders (Z) |

Mark called the meeting to order by at 7:31 am. The roll was called.

**AGENDA**

Cole moved to approve the agenda. Travis seconded the motion. The motion carried without opposition.

**MINUTES**

Rick moved to approve the April 20, 2021 board meeting minutes. Israel seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

Mark stressed the need for a quick meeting as time was limited.

**ATIA REPORT**

Bonnie reported that the ATIA marketing committee passed an $8.3 million marketing budget for FY2022 at its meeting on June 8th last week, $5 million dollars of which was based on an appropriation from the State. Bonnie noted that, as of this last Tuesday, a $10 million appropriation for state tourism marketing was being discussed in the conference committee. Bonnie observed that it appears that an underfunded budget was passed out of committee, which leaves open the possibility of a $13 million FY2022 state marketing budget.

Bonnie stated that Good Morning America is scheduled to broadcast live from Seward on the solstice, a huge boost to Alaska tourism. She noted that she attended the ATIA board meeting the day after the marketing committee meeting to get a unanimous letter of support from the board for the 2024 Arctic Winter Games, which she forwarded to the Senate finance co-chairs. Bonnie added that the state capital budget has $1 million set aside for the borough for the Arctic Winter Games.

Bonnie concluded by noting that there was a big discussion at the ATIA board meeting regarding using some of the marketing budget for Alaska tourism jobs marketing. The marketing chair was reasonably certain that the marketing funds could only be used to market to guests. The discussion concluded that the Association should develop an action plan to communicate the opportunities for tourism jobs in Alaska using its social media platform.

**TREASURER’S REPORT**

Travis, referring to the financial reports distributed earlier by Bonnie, stated that, overall, not much has changed since the last board meeting and that the CVB is in a good financial position. He noted receipt of the quarterly employee retention tax credit of $28,000, the selection of an auditing firm for the FY2021 audit, and the impending change in financial institutions after the end of FY2021.

**PRESIDENT’S REPORT**

Bonnie noted that she emailed yesterday her detailed President’s report, obviating the need to spend time on it now. She chose to particularly note her agency report to the MSB Assembly this last Tuesday, a presentation to the Assembly on all the ways in which the Mat-Su CVB has used the CARES grant funds to-date. This was undertaken in response to a demand from Assemblyperson McKee for a report from the Mat-Su CVB concerning the use of those funds.

Casey reported briefly on current marketing programs, collateral, and metrics. He particularly noted the plan for the use of the DCCED grant for COVID-safe advertising, the work for which must be completed by August 31st of this year.

Justin reported that ad sales and membership renewal for next year is currently underway, noting that last year’s membership and ad discounts are still in effect. He stated that a big goal of his this year is to have as many in person meetings as he can and to obtain fresh video for use in marketing the Mat-Su destination.

**NEW BUSINESS**

**FY2022 BUDGET APPROVAL**

Bonnie stated that the proposed FY2022 budget is almost identical to the FY2021 budget passed a year ago. The new budget takes into consideration the return of in person marketing events. The budget is based on the $750,000 remaining from the borough CARES grant as well as the $170,000 from the DCCED grant, $50,000 in visitor guide ad sale revenue, and $40,000 in membership dues revenue, while leaving intact the $120,000 budget reserve.

Cheryl Metiva moved to adopt the proposed FY2022 budget. Heather seconded the motion. After a brief comment from Bonnie, the motion carried unanimously.

**ADVOCACY COMMITTEE**

Mark remarked about the need to foster goodwill amongst those with influence over matters of concern to the Mat-Su CVB. Bonnie stated that with three Assembly seats open and a new Mayor to be elected, it is prudent to look for support for tourism amongst the candidates. An Advocacy committee would identify candidates that support tourism and serve to educate candidates about the importance of tourism in the borough and the role the Mat-Su CVB plays in tourism marketing.

Bonnie identified Mark, Cheryl, Cindy Bettini, Mark Austin and Craig Saunders as particularly suited for the committee, adding that all are welcome. An initial meeting of the committee will be set up at a later date.

**EDA GATEWAY GRANT UPDATE**

Bonnie noted the email she sent out last night which provided an update on the status of the EDA Gateway grant application process based on information received on Monday. The take-away is that the CARES Act funding is gone, and the EDA is waiting for a notice of funding for the ARP funds. They are keeping the gateway grant application in the queue for eligibility under the new funding program, a process that could take up to 180 more days. The news from the EDA administrator regarding the status the Gateway grant application was, overall, encouraging.

**BOARD MEETING DATES**

The board decided to meet next via Zoom on August 12 at 7:30 am.

**ADJOURNMENT**

The meeting was adjourned at 8:02 am.

Respectfully submitted, Attest,

Neil Campbell, Recording Secretary Israel Mahay, Secretary

Date Date