**Mat-Su CVB**

**Board Meeting MINUTES**

**August 17, 2022**

**Zoom Meeting**

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| **Board Members Present**  Mark Fleenor  Israel Mahay  Mark Austin  Cole Chambers  Heather Dudick  Wes Hoskins  Rick Peterson  Fernando Salvador | **Board Members Absent**  Roberta Warner  Travis Taylor | **Staff Present**  Bonnie Quill  Neil Campbell  Justin Saunders |

Mark Fleenor called the meeting to order at 7:32 am. The roll was called.

**AGENDA**

Mark Austin moved to approve the agenda. Heather seconded. The motion carried without opposition.

**MINUTES**

Rick moved to approve the April 6, 2022 board meeting minutes. Wes seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

Mark Fleenor commented that Bonnie was moving the EDA grant proposal along and that an announcement of the award was still pending.

**ATIA REPORT**

Bonnie reported that the ATIA board and marketing committee met last in Fairbanks on June 15th and 16th. The FY23 $10.5 million marketing contract was awarded to Miles Media. She added that the board submitted a letter to the Department of the Interior urging that the work on the Denali National Park Road be kept a priority for the NPS. She noted that the next meeting will be in Anchorage on August 24th and that the ATIA annual convention will be held October 10-13 in Sitka.

**TREASURER’S REPORT**

Bonnie reported for Travis who was unable to attend the meeting. She announced that the first borough bed tax grant deposit was received on August 8th with the second due in January 2023. Bonnie also reported the final closure of the Wells Fargo bank and merchant accounts. She ended by noting that the Form 990 preparation was in progress.

**PRESIDENTS’S REPORT**

Bonnie touched on a few highlights from her detailed staff activity report emailed prior to the meeting. Of note were the fall member events which include membership luncheons on September 16th at Turkey Red and October 21st at Evangelos, and the annual meeting which will be held at Evangelos on November 18th. The September luncheon will feature a panel addressing cultural tourism while the October luncheon will address the Sustainable Tourism Master Plan developed by the McKinley Research Group. Bonnie is hoping to have a Gateway Visitor Center Celebration as the focus of the annual meeting.

Bonnie reported that the website is performing very well, up 19% over last year, and that Justin is confident that visitor guide ad sales will meet or surpass those of 2019. She ended by noting the completion of another great photo shoot this year.

**NEW BUSINESS**

**SUSTAINABLE TOURISM MARKETING PLAN**

Bonnie thanked the members of the leadership team of Mark Austin, Wes Hoskins and Kim Solien who, with herself, worked with the McKinley Research Group to produce the 50-page sustainable tourism master plan, along with an appendix and a 4-page summary. She briefly recapped the process that led to the final product. Bonnie stated that she wanted board approval of the plan, which was distributed to the board previously, before she releases the summary during her upcoming agency report to the Assembly.

After some brief, positive comments about the report, Rick asked what Bonnie would be presenting to the Assembly. She responded that she would hand out the summary which includes a URL for the full report. The manager will be given a copy of the final report. She noted that the plan identifies goal and objectives and who should be responsible for each. She plans to ramp up the plan after presenting it at the October membership luncheon.

Rick asked if there was going to be a request to increase the bed tax. After a few brief comments, Mark Fleenor concluded the discussion by stating that no action or weight was being placed on any individual recommendation at this time.

**NOMINATIONS COMMITTEE APPOINTMENTS**

Bonnie stated that Mark Austin agreed to chair the nominations committee and that Justin will get two general members to serve on the committee as well. She noted that Fernando, Travis, and Rick, whose current terms are up, are all eligible to run for reelection. Heather and Cole volunteered to serve on the committee. Bonnie will schedule a meeting soon. After a brief discussion of voter response in the last election, conducted using ElectionBuddy.com, it was decided to stay with ElectionBuddy this year but add more reminders for members to vote.

**EDA GATEWAY VISITOR CENTER GRANT UPDATE**

Bonnie reported that she is scheduled to deliver an agency report to the Assembly tonight and that she expects an announcement pertaining to the EDA grant soon. The Section 106 cultural resources survey is expected to be complete soon and a current Certificate of Good Standing from the State was requested, both of which are good news. If the grant is awarded by the EDA, the Assembly must vote to accept the grant, which will require two Assembly meetings to do so. Bonnie noted that not all Assembly members are on board to accept the grant. She stated that her agency report tonight will be used to address the reasons why the grant should be accepted. Bonnie finished with her hope that this can be settled before the elections in November.

**NEXT BOARD MEETING**

Bonnie stated that a meeting, regarding the Gateway Visitor Center, may be needed in October and that an executive committee meeting will be necessary after the board election closes but before the annual meeting to discuss the succession of board officers. A board meeting was tentatively set before the October membership luncheon. The next certain board meeting will be before the annual meeting on Friday, November 18th.

**ADJOURNMENT**

After some brief board member announcements, Israel moved to adjourn the meeting. Cole seconded the motion which carried with no opposition. The meeting was adjourned at 8:21 am.

Respectfully submitted, Attest,

Neil Campbell, Recording Secretary Israel Mahay, Secretary

Date Date