**Mat-Su CVB**

**Board Meeting MINUTES**

**May 7, 2024**

**MSCVB Office**

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| **Board Members Present**  Mark Austin  Kierre Childers  Mark Fleenor\*  Roberta Warner\*  Sam Dinges\*  Jennifer Brandon-Hanks\*  Mandy Garcia  Travis Taylor\*  Jeff Curtis | **Board Members Absent**  Heather Dudick | **Staff Present**  Casey Ressler  Tasha Belka  Katie Reeves  Justin Saunders |

(\*Attended remotely)

Mark Austin called the meeting to order at 10:04 am. The roll was called.

**AGENDA**

Kierre Childers moved to approve the agenda with the addition of Gateway Visitor Center Committees review. Mandy Garcia seconded. Motion passed.

**MINUTES**

Jeff Curtis moved to approve the February 13, 2024 board meeting minutes. Mandy Garcia seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

The Gateway Visitor Center re-design is at 80% completion. It must reach 95% completion to go out for bid. Mark is hopeful we will get bids out this summer and break ground by the end of summer.

**ATIA BOARD / MARKETING REPORT**

The ATIA budget of $5 million is currently at the senate level. It is among the lowest in the country and significantly lower than in years past. The marketing committee is developing the budget based on the projected $5 million.

**TREASURER’S REPORT**

Travis reports we are doing well and going to end the year with a surplus most likely. Payroll and two visitor guide ads that are now not being printed are expenses that have been lower than anticipated.

**PRESIDENTS’S REPORT**

Casey met with representatives from TrueOmni, a “leading SaaS-based digital experience that integrates Kiosk, Digital Signage and Mobile Marketing” to discuss plans for implementing customer driven kiosks in the Gateway Visitor Center. If the kiosks are anchored to the floor, they are considered part of the build therefore MSCVB will not be responsible for the cost of the units themselves. Estimated cost is $20-40k for one wall touch screen and two kiosks. Platform expenses to operate the kiosks will go to MSCVB. Visitors will be able to build itineraries (including links to businesses) to send to their hand-held devices. The platform also provides analytics.

Arctic Winter Games was a success. MSCVB staff volunteered at various locations throughout the event. We hosted 4 influencers and 2 travel writers along with the 300 media assists Casey facilitated throughout the week. MSCVB was gifted the AWG cauldron for the Gateway Visitor Center. It is currently housed with the school district.

MSCVB Road Show in Talkeetna was a success. Sixty attendees, some traveling from Anchorage and the Talkeetna Chamber of Commerce would like to make it an annual event. Additionally, Casey attended the Talkeetna Community Council meeting to clarify misconceptions concerning the bed tax and how MSCVB receives funding.

Casey presented at the City of Wasilla Economic Forum. He showcased what we do and how we do it. Kierre suggests having a tourism table at the next forum. Borough manager Mike Brown is supportive of our organization. Mr. Brown has offered Casey 10 minutes under the allotted time for the manager’s report to give a MSCVB update to the assembly. Agency reports are allowed only once every 6 months and Casey has already given two within that time frame.

The Travel Auction fund raising event was successful. We are very close to meeting our revenue goal. The MSCVB member BBQ is scheduled for Friday, May 10 at Our Alaskan Dream B&B.

**NEW BUSINESS**

Branding Proposals:

The Executive Committee met May 2 to review branding proposals. The top three agencies were selected to participate in Zoom interviews on Friday, May 10. The full board is invited to attend either in person at the office or via Zoom. Casey has provided a Dropbox link to the proposals for board members to review. The three agencies selected for interviews were Element, Miles Partnership and CivicBrand.

Mat-Su Borough / MSCVB FY25 Budget:

There have been three public hearings to date for the borough’s FY25 budget. Casey has attended all three and testified to thank them for their continued support of the CVB. Deliberations will continue Thursday May 9 at 6 p.m. with a following hearing scheduled for Tuesday May 14 if not passed. Casey doesn’t anticipate any changes that would impact the CVB’s funding.

Committees:

Gateway: Mark Austin reports the Gateway project is on track and committee meetings are not needed currently. The kickoff party is the next focus that will need committee planning but there are still several steps that need to take place on the project before planning the event. Casey will email the board with committees and members.

Marketing: Kierre and Mandy are interested in joining the Marketing Committee. The board would also like to nominate Heather to the committee. We are renewing the contract with Brilliant for the Visitor Guide this year.

Nominations: Casey would like the board to start thinking about the Nominations Committee now. It isn’t time intensive. Jeff Curtis would like to join. Travis Taylor is very busy at this time but will help if needed.

Fosselman Building Update:

There are several people in the building who are experiencing symptoms related to mold toxicity. MSCVB sent a swab of the ceiling vent to a lab which came back positive for several species of mold, one of them typically found in buildings with water damage. Dale Fosselman has ordered professional testing with a mold expert. We have purchased air purifiers for our office which has helped considerably. Our lease is signed through the end of June 2025. If necessary, we may need to break the lease to find an alternative office until the Gateway Visitor Center is built.

**NEXT BOARD MEETING**

The next board meeting was scheduled for Thursday, August 8 at 8:30 am.

**ADJOURNMENT**

After some brief board member announcements, the meeting was adjourned by consensus at 10:55 am.

Respectfully submitted, Attest,

Tasha Belka, Recording Secretary Mark Fleenor, Secretary

Date Date