**DRAFT**

**Mat-Su CVB**

**Board Meeting MINUTES**

**August 8, 2024**

**MSCVB Office**

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

(\*Attended remotely)

Mark Austin called the meeting to order at 9:57 am. The roll was called.

**AGENDA**

Mandy Garcia moved to approve the agenda as presented. Kierre Childers seconded. Motion passed.

**MINUTES**

Mandy Garcia moved to approve the May 8, 2024 board meeting minutes. Jeff Curtis seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

The Gateway Visitor Center is slated to go out to bid soon. Gary Wolf estimates a 5 week bid, 3 weeks for Mat-Su Borough to select the contractor, and June 2026 occupancy.

**ATIA BOARD / MARKETING REPORT**

The ATIA budget of $5 million was approved and the marketing program budget has been completed. Casey will not run for the board this year due to time constraints with the branding project and Gateway but will remain on the marketing committee.

**TREASURER’S REPORT**

The FY25 grant agreement with the Mat-Su Borough was signed last week and Casey will purchase 90-day cd’s to take advantage of the high-yield interest rates being offered through FNBA.

The MSCVB FY24 financials will be audited by Newhouse & Vogler the week of August 12th. We ended the fiscal year with a surplus of $25,000 which Travis recommends the board allocate to the Gateway Visitor Center for occupancy related expenses.

Mandy Garcia motioned to allocate $25,000 for board designated funds effective August 8, 2024 for the purpose of occupancy related expenses of the Gateway Visitor Center. Jeff Curtis seconded. Motion passed.

**PRESIDENTS’S REPORT**

Casey will present the agency report to the Mat-Su Borough Tuesday, August 13th.

Environmental concerns about mold in the office have been resolved. Reports show a history of mold contamination on surfaces, however current air samples are within normal limits. Impacted employees report a significant improvement in health since the testing on June 20th and have been able to return to the office full-time.

Audit preparation is under way. Auditors (Newhouse and Vogler) will be in the office August 12th – 14th and continuing off site for the remainder of the week.

The Visitor Guide photo shoot went well with 500 images received, our highest number to date. Tom Bol will be back in the area for an additional shoot at the Alaska State Fair. We will continue to use Brilliant Media Strategies for our 2025 Visitor Guide production.

Membership renewals are going well. Member outreach trips to Glacier View and Talkeetna were very successful and we’ve taken action on feedback to randomize listings on the website. CivicBrand will be here next week and we are hosting the Talkeetna Live at 5 concert next Friday, August 16th.

**OLD BUSINESS**

Committees:

1. Marketing Committee

Justin will coordinate the first week of September for the meeting with Brilliant.

2. Nominations Committee – potential conflict

Jeff is potentially up for re-election and we need one other board member. Mandy will join the committee.

3. Gateway Committees

Once the contract is awarded and we have a definitive timeline, we’ll need to activate those committees (possibly as early as September). Mandy says March is busy and she may not be available.

**NEW BUSINESS**

Branding Update:

Casey reports there is a lot of activity going on behind the scenes with CivicBrand and he is excited about the project. It’s been encouraging to have discussions not related to branding at all. CivicBrand is doing a deep dive into what we do and why we do it.

Board Election/Succession:

Mark Austin reports there is potential for a lot of turnover with the upcoming election. Roberta Warner and Mark Fleenor are terming off and can’t run. Mark Austin, Heather Dudick and Jeff Curtis are up for re-election after a 1 year appointment; all declare they are running again.

**NEXT BOARD MEETING**

CivicBrand would like to get together for branding workshop in one month; date TBD.

September 6th marketing committee meeting to review Visitor Guide covers (virtual attendance okay).

October 11th Mat-Su Borough Assembly/Mayor Candidate Forum 12 p.m. at Everetts

Nov 8th 9 a.m. board meeting followed by Annual Meeting and Awards Banquet at noon at Everett’s

**ADJOURNMENT**

Mark Austin adjourned the meeting at 10:37 am.

Respectfully submitted, Attest,

Tasha Belka, Recording Secretary Mark Fleenor, Secretary

Date Date