**Mat-Su CVB**

**Board Meeting MINUTES**

**November 8, 2024**

**Everett’s**

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

(\*Attended remotely)

Mark Austin called the meeting to order at 9:04 am. The roll was called.

**AGENDA**

Travis Taylor moved to approve the agenda as presented. Mandy Garcia seconded. Motion passed.

**MINUTES**

Kierre Childers moved to approve the August 8, 2024 board meeting minutes. Jeff Curtis seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

The Gateway Visitor Center project received 9 responders. The project was awarded to Steppers Construction with $1 million in contingencies set aside. Gary Wolf has worked with them on several projects and says they are very eager to please and put this landmark on their resume. Bids ranged from $6.3 - $9.9 million. Steppers will start ordering supplies in January and the anticipated move-in date is March of 2026.

**PRESIDENTS’S REPORT**

Casey and Tasha will visit Explore Fairbanks to get ideas for budget and operations as their building is most similar to the Gateway Visitor Center. The audit was a success and the branding project continues on schedule. The brand audit is 300 pages long with all research and focus group data presented. TBEX was a success with multiple bloggers already posting about their experiences in the Mat-Su Valley.

Bed tax revenue received by the Mat-Su Borough for FY24 was $2.294 million, a 30% increase over the historical high. The MSCVB grant was 36% of total bed tax revenue. The Assembly remains the same. Bed tax revenue will be a discussion item for the board retreat in January.

The Alaska Travel Industry Association awarded MSCVB with a Special Recognition award for their involvement with the Arctic Winter Games. Casey and staff were delighted to accept the award during the ATIA convention in October.

**TREASURER’S REPORT**

MSCVB financials are tracking as expected. We’ll receive the next grant installment in late January 2025. There are 3 CD’s maturing November 19th and Casey is monitoring cash flow for reinvestment.

Arctic Winter Game Funds:

The AWG finished the 2024 games with a surplus of $51k which will be held for the next Alaska Arctic Winter Games community. The Mat-Su Visitor Foundation will keep these funds for 7 years as MSCVB is a c(6) and a c(3) is needed for this purpose.

**ELECTION COMMITTEE**

Casey stepped in for Roberta who was absent. We received 29% returned ballots, slightly higher than typical. Two hand written ballots were received from Janet Kincaid. Jeremy Sullivan of Talkeetna Alaskan Lodge (2-year term) and Courtney Shaffer of Talkeetna Air Taxi (3-year term) were elected to the board, along with incumbents Mark Austin, Heather Dudick and Jeff Curtis (all 3-year terms).

**ELECTION of 2024-25 OFFICERS**

* 1. Election of Chair

Travis Taylor nominated Mark Austin for Board Chair. Mandy Garcia seconded. Motion passed.

* 1. Election of Vice Chair

Mark Austin recommended Kierre Childers for Vice Chair.

Travis Taylor nominated Kierre Childers for vice chair. Jeff Curtis seconded. Motion passed.

* 1. Election of Treasurer

Mandy Garcia nominated Travis Taylor for Treasurer. Mark Austin second. Motion passed.

* 1. Election of Secretary

Kierre Childers nominated Jennifer Brandon-Hanks for Secretary. Jeff Curtis seconded. Motion passed.

* 1. Election of At-Large Committee Member

Jennifer Brandon-Hanks nominated Jeff Curtis for At-Large Committee Member. Jemery Sullivan seconded. Motion passed.

**NEW BUSINESS**

Board Planning Retreat:

The annual board planning retreat will be held at Sheep Mountain Lodge Jan 16-17, 2025.

Bank Resolution & Signing Authority:

Administrative Manager Tasha Belka obtained required signatures on the resolution and signing authority forms for First National Bank checking and savings accounts.

Skeetawk Letter of Support:

Casey met with Skeetawk general manager, Megan Justus, to discuss future goals of the organization. The long-range goal for Skeetawk is to construct a gondola allowing skiers to reach the next peak. They will need to raise $8 million dollars for the project. Jeff Curtis motioned to approve the letter of support as written. Jennifer Brandon-Hanks seconded. Motion passed.

Next Board Meeting:

Casey will review established committees for the Gateway Visitor Center and if he sees a need for committees to meet before the retreat he will let them know. Mandy suggests setting aside time during the retreat for committee members to meet in smaller work groups.

**EXECUTIVE SESSION**

Board Chair Mark Austin called the meeting into Executive Session for the purpose of personnel discussion at 9:55 am. Meeting was called out of Executive Session at 10:05 am.

**ADJOURNMENT**

Mark Austin adjourned the meeting at 10:05 am.

Respectfully submitted, Attest,

Tasha Belka, Recording Secretary Jennifer Brandon-Hanks, Secretary

Date Date