**Mat-Su CVB**

**Board Meeting MINUTES**

**January 17, 2025**

**Sheep Mountain Lodge**

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| **Board Members Present**  Mark Austin  Mandy Garcia  Travis Taylor  Jeff Curtis  Jeremy Sullivan  Courtney Shaffer | **Board Members Absent**  Jennifer Brandon-Hanks  Kierre Childers  Heather Dudick | **Staff Present**  Casey Ressler  Tasha Belka  Katie Reeves  Justin Saunders |

Mark Austin called the meeting to order at 10:00 am. The roll was called.

**AGENDA**

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

**MINUTES**

Jeff Curtis moved to approve the November 8, 2024 board meeting minutes. Travis Taylor seconded the motion, which passed without opposition.

**STANDING REPORTS**

**PRESIDENT REPORT**

Justin will attend the American Bus Association conference on January 31st. The CVB received more mutual matches than ever before for this event. 40,000 visitor guides will be delivered Monday. The Amazing Alaska Experience travel agent / travel advisor show is up next and Justin will give 15 minutes presentations followed by a Q & A. This ATIA program will travel to different locations throughout the state annually. Justin will also attend the L.A. Travel & Adventure Show where he’ll bring brochures provided by our members through our co-operative marketing program.

**TREASURER REPORT**

MSCVB financials are tracking as expected. We’ll receive the next grant installment within the next two weeks. The first two CD’s have matured and been re-invested. The office space lease is up in August. We are taking a conservative approach to spending to allow for funds for move-in costs etc for the Gateway Visitor Center.

**NEW BUSINESS**

* 1. Adoption of 2025-2026 Strategic Plan

Casey will provide a completed draft at the February meeting to be adopted at that time.

* 1. FY26 Budget Strategies

The FY26 budget will include a separate line item for board recruitment and professional development. ATIA foundation has scholarships of up to $1,000 available for professional development.

* 1. Sam Dinges board seat

The board will decide at the next board meeting whether or not to fill the vacancy.

* 1. Adoption of retreat initiatives

No retreat initiatives at this time.

* 1. Set next board meeting

The next board meeting is set for February 26th at 9 am.

**ANNOUNCEMENTS**

The borough is planning the GVC groundbreaking ceremony. Casey will inform the board once the date has been determined. The MSCVB Travel Auction is set for May 2nd at Everett’s in the lakeside pavilion. Plans for the April Mat-Su CVB Roadshow in Talkeetna are underway.

**ADJOURNMENT**

Mark Austin adjourned the meeting at 10:22 am.

Respectfully submitted, Attest,

Tasha Belka, Recording Secretary Jennifer Brandon-Hanks, Secretary

Date Date