**Mat-Su CVB**

**Board Meeting MINUTES**

**November 12, 2021**

**Zoom Meeting**

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| **Board Members Present**Roberta Warner (Z)Travis Taylor (Z)Cole Chambers (Z)Cheryl Metiva (Z)Heather Dudick (Z)Rick Peterson (Z)Wes Hoskins (Z)Mark Austin (Z) | **Board Members Absent**Mark FleenorIsrael MahayFernando SalvadorDan Wilcock | **Staff Present**Bonnie Quill (Z)Neil Campbell (Z)Casey Ressler (Z)Justin Saunders (Z) |

Roberta called the meeting to order at 9:01 am. The roll was called.

**AGENDA**

Cheryl moved to approve the agenda. Rick seconded. The motion carried without opposition.

**MINUTES**

Rick moved to approve the August 12, 2021 board meeting minutes. Cole seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

Mark Fleenor was unable to attend the meeting due to other responsibilities. Roberta welcomed the newly elected board members.

**PRESIDENTS’S REPORT**

Bonnie noted that staff activities were detailed in her report emailed previously. She chose to mention specifically the Mat-Su CVB webinar planned for mid-December, which will feature a panel addressing workforce challenges in the industry and offering some solutions. Also in the works is the creation of an animated video based on the Destinations International document regarding shared community values.

Bonnie reported that $10,500,000, from ARPA funding to the State for the recovery of the tourism and hospitality industries, has been awarded to the ATIA. She announced also that she is working on a $150,000 grant proposal, with a November 19th deadline, to develop a tourism master plan for the Valley. The funds for this have been made available from a $20,000,000 American Recue Plan grant program dedicated to non-profit recovery, in aid to impacted sectors.

Bonnie stated that the rescheduled education component of the annual meeting is to be held on January 18, 2022 and will feature a workshop for members delivered by Richard Peterson of the US Cultural & Heritage Marketing Council. Two virtual meetings between staff, Richard, and interested stakeholders, as well as a member survey, will take place prior to the workshop.

Bonnie concluded by reporting on the recently held borough elections, reporting that two of the newly elected Assembly members chose not to respond to the candidate survey sent to them by the Mat-Su CVB. As a new Mayor was recently elected, the upcoming Assembly meeting will be the last for Vern Halter. Bonnie was hoping to get fifty members, including the board, to attend the meeting as a show of support for both Vern and the visitor industry.

**TREASURER’S REPORT**

Travis reported that the audit would be completed soon, with the change in banks to follow soon afterwards. Bonnie stated that an employee retention tax credit of $28,000 would be posted by year’s end. Travis noted that the annual report will be completed next week.

**ELECTION COMMITTEE REPORT**

Cheryl announced the reelection of incumbents Mark Fleenor and Heather Dudick, and the election of Mark Austin and Wes Hopkins to the board, adding that Dan Wilcock will be missed. She stated that, of the 178 election ballots distributed, only 47 were completed, a return of only 28%. A discussion of what might be done to increase the rate of return followed.

**ELECTION OF OFFICERS**

**Chair**

Cole nominated MARK FLEENOR to serve as CHAIR. Heather seconded the nomination. There being no further nominations, Mark was elected Chair without opposition.

**Vice Chair**

Mark Austin nominated ROBERTA WARNER to serve as VICE CHAIR. Wes seconded the nomination. There being no further nominations, Roberta was elected Vice Chair without opposition.

**Treasurer**

Heather nominated TRAVIS TAYLOR to serve as TREASURER. Mark Austin seconded the nomination. There being no further nominations, Travis was elected Treasurer without opposition.

**Secretary**

Wes nominated ISRAEL MAHAY to serve as SECRETARY. Heather seconded the nomination. There being no further nominations, Israel was elected Secretary without opposition.

**At-Large**

Wes nominated MARK AUSTIN to serve in the AT-LARGE position on the Executive Committee. Heather seconded the nomination. There being no further nominations, Mark Austin was elected as the At-Large member of the Executive Committee without opposition.

**NEW BUSINESS**

**BOARD RETREAT**

The dates of the board retreat will be determined later. The next board meeting will be on January 18, 2022, before the workshop and presentation to members by Richard Peterson of the US Cultural & Heritage Marketing Council.

**BANK ACCOUNT SIGNATURE AUTHORITY RESOLUTIONS**

Neil introduced three board resolutions for passage. They were: Board Resolution FY22-01, “Board Resolution Updating Bank Account Signature Authority,” which grants all members of the Executive Committee and President & CEO Bonnie Quill the authority to sign checks on behalf of the Mat-Su CVB; Board Resolution FY22-02, “A Resolution Designating Authorized Signers for Mat-Su CVB Contracts and Agreements,” which grants Chair Mark Fleenor, Secretary Israel Mahay, and President & CEO Bonnie Quill the authority to sign contracts and agreements on behalf of the Mat-Su CVB; and, Board Resolution FY22-03, “Board Resolution Authorizing a Credit Card Account for Staff,” which authorizes President & CEO Bonnie Quill to open a new credit card account with First National Bank of Alaska and to close the current Wells Fargo corporate account.

Heather moved to adopt all three resolutions. Mark Austin seconded the motion, which passed without opposition.

**ADJOURNMENT**

After some brief board member announcements, the meeting was adjourned by consensus at 9:57 am.

Respectfully submitted, Attest,

Neil Campbell, Recording Secretary Israel Mahay, Secretary

Date Date