**Mat-Su CVB**

**Board Meeting MINUTES**

**February 25, 2022**

**Mat-Su Resort**

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| **Board Members Present**  Mark Fleenor  Roberta Warner (Z)  Israel Mahay (Z)  Travis Taylor  Mark Austin  Cole Chambers  Heather Dudick  Wes Hoskins  Rick Peterson  Fernando Salvador (Z) | **Guest**  Cheryl Metiva | **Staff Present**  Bonnie Quill  Neil Campbell (Z)  Casey Ressler  Justin Saunders |

Mark Fleenor called the meeting to order at 9:44 am. The roll was called.

**AGENDA**

Travis moved to approve the agenda. Mark Austin seconded. The motion carried without opposition.

**MINUTES**

Israel moved to approve the January 18, 2022 board meeting minutes. Cole seconded the motion, which passed without opposition.

**STANDING REPORTS**

**CHAIR’S REPORT**

Mark Fleenor stated that the retreat was awesome, with 100% attendance and great accord amongst the board members.

**ATIA REPORT**

Bonnie reported that the ATIA board met two weeks ago and that a report of the meeting was emailed earlier. She specifically noted that the ATIA is using grant funding, in addition to other funds, to implement a workforce campaign, and the soft launch of the new TravelAlaska.com website, which will see its official launch on March 1st. Requirements tied to the funding enabling the website redesign led to the formation of a cultural enrichment committee. The website highlights five regions of Alaska and the Alaska native art associated with each.

Bonnie reported that the ten million dollars granted to the ATIA for marketing and public relations purposes—received from the federal government, funneled through the state government—must be spent using an RFP process, a longer and more involved process which closed last week. No funds can be spent until the process is complete sometime in late March or early April. Bonnie ended her report by noting that the ATIA board and marketing committee will meet next in Talkeetna on March 16th and 17th. The Mat-Su CVB will help sponsor the reception there.

**TREASURER’S REPORT**

Travis reported that spending and income were on track. He stated that the CVB is currently working on obtaining a three-year grant agreement form the borough. He noted that the CVB has received earned income tax credits in the second and third quarters last year and is hoping for another for the fourth quarter, as well. He concluded by observing that the application for a new FNBA credit card account requires only a signature from Israel to be complete.

**PRESIDENTS’S REPORT**

Bonnie noted that her full report was emailed previously. She thanked everyone that were able to attend the workshop in January. After a post-workshop debrief and review of a draft report, the final report of the project was recently received. Bonnie stated that two things were apparent from the final report: the need for diversity in collateral and the need to educate members, visitors, and residents about the cultural diversity inherent in our destination. She stated that this latter must come from the native community as the CVB has neither the staff of resources necessary. The CVB can help and amplify the effort by working with the native community. Further discussion elicited approval, observations, and suggestions for furthering the effort. Bonnie stated that this is the primary take-away from the workshop and that the native community is pleased to be engaged and participate in the effort. Mark Fleenor stated that it is important for the CVB to facilitate cultural education as the organization is in a good position to champion this.

**NEW BUSINESS**

**STRATEGIC PLAN APPROVAL**

Rick moved to approve the strategic plan, which was presented, discussed, and amended during the retreat. Cole seconded the motion which passed unanimously.

**FY2023 DRAFT BUDGET**

Bonnie will prepare the FY2023 draft budget, based on the discussions during the retreat, and present it to the executive committee for approval on Thursday, March 24, 2022 at 9:00 am.

**NEXT BOARD MEETING**

After consideration of schedules, the next board meeting was set to be on Wednesday, April 6, 2022 at 9:30 am.

**ADJOURNMENT**

After some brief board member announcements, the meeting was adjourned by consensus at 10:41 am.

Respectfully submitted, Attest,

Neil Campbell, Recording Secretary Israel Mahay, Secretary

Date Date