

MEETINGS MEAN BUSINESS ADVISORY COMMITTEE CHARTER

PURPOSE: This charter establishes the U.S. Travel MMB Advisory Committee and specifies its activities, roles, responsibilities, and authorities, along with those of the broader Meetings Mean Business Coalition (MMBC). The MMB Advisory Committee is tasked with providing counsel to U.S. Travel staff for direction and priorities of the MMBC.

RESPONSIBILITIES OF THE ADVISORY COMMITTEE

- Provide collective leadership and perspective to MMBC priorities, ensuring balanced support for the meeting & events industry—including collaborating with the industry’s vertical associations and meeting/event companies to identify the best shared priorities that support broader industry needs.
- Contribute guidance to U.S. Travel staff related to MMBC priorities positioned within the association’s agenda.
- Lead the coalition, armed with U.S. Travel resources, in educating policymakers about the importance of meetings and events to the overall economy, businesses and communities across the country.
- Support the successful execution of the coalition’s agenda and encourage participation from like-minded industry leaders.

Note: Advisory Committee members will serve a two-year term.

MEETINGS MEAN BUSINESS COALITION

FRIENDS OF TRAVEL / NON-MEMBERS
+
U.S. TRAVEL MEMBERSHIP:
Chairmans Circle, Board Circle, Association Circle

ADVISORY COMMITTEE

FRIENDS OF TRAVEL / NON-MEMBERS
U.S. TRAVEL MEMBERSHIP:
Select Coalition Members and past chairs of MMBC.

RESPONSIBILITIES OF THE MMBC

- Empower the Advisory Committee to represent the coalition’s priorities and positions and to liaise with U.S. Travel staff in setting policy and priorities for the group.
- Convene periodically to engage on critical topics and messaging and to ensure alignment and direction on industry priorities.
- Support and actively participate in the advocacy needs and outreach on behalf of the business meetings and events industry, as needed and directed by U.S. Travel staff.
- Support communication plan as appropriate and directed by the U.S. Travel public affairs team.

RESPONSIBILITIES OF MMBC CO-CHAIRS

The MMBC is chaired by two appointed members of the MMB Advisory Committee, whose primary role is to:

- Provide leadership to the MMBC and the MMB Advisory Committee.
- Serve on the U.S. Travel Executive Committee providing voice and context to the priorities of the coalition for consideration in association priority setting and budgeting.
- Convene coalition meetings in conjunction with the Advisory Committee.

Note: The MMBC co-chairs will serve a two-year term. Selection will be responsibility of U.S. Travel leadership to ensure diverse and fair representation.

REPORTING RESPONSIBILITY: The Advisory Committee reports to the U.S. Travel Executive Committee. The Advisory Committee sunsets when the MMBC is discontinued.

STAFFING: U.S. Travel staff will provide subject matter expertise and logistical support to the Advisory Committee and the MMBC and will act as partners in developing opportunities to convene coalition members, establish annual priorities and develop meeting content to be considered and discussed.

TIMING: Members of the Advisory Committee are expected to attend all committee meetings, including the those planned in conjunction with the U.S. Travel board meetings (typically March and July) and IMEX America (typically October), which may involve some travel (*meeting schedule subject to change*). Members are expected to respond to requests for input and document review within the time allotted and, if for some reason it is not possible to meet the deadlines given, communicate with the U.S. Travel coordinating staff.

ADVISORY BOARD ROSTER: See attached Appendix A

APPROVAL

Approved by: _____ **Title:** President & CEO **Date:** _____

APPENDIX A

U.S. TRAVEL MMB ADVISORY BOARD

The committee is composed of the core associations in the meetings segment of the travel industry who are active members of the U.S. Travel MMBC as sustaining members of the advisory board and also includes members to round out the remaining segments represented as members of MMBC. The following members make up the current MMB Advisory Board:

David Audrain

Society of Independent Show Organizers

Mary Casey

Maritz Global Events

David DuBois

International Association of Exhibitions & Events

Richard Harper

HelmsBriscoe

Michelle Mason

ASAE

John Rissi

Encore

Paul Van Deventer

Meeting Professionals International

Tina Wehmeir

AMC Institute

Michael Massari

Caesars Entertainment Inc.

Martha Sheridan

Greater Boston Convention & Visitors Bureau

Marc Anderson

Visit San Antonio

Trina Camacho-London

Hyatt Corporation

Julie Coker

San Diego Tourism Authority

Fred Dixon

NYC & Company

Mike Dominguez

Associated Luxury Hotels International

Adam Burke

Los Angeles Tourism and Convention Board

Paul Cash

Wyndham Hotels & Resorts

Brad Dean

Discover Puerto Rico

Elliott Ferguson

Destination D.C.

Gail Frazier

Marriott International, Inc.

Steve Hill

Las Vegas Convention and Visitors Authority

Evan Koppel

United Airlines, Inc.

Walt Leger

New Orleans & Company

Dave Lorenz

Michigan Economic Development Corporation

Kim Napolitano

Hilton Worldwide

Ron Price

Visit Phoenix

Kitty Ratcliffe

Explore St. Louis