



Minutes of the Strategic Planning Committee Meeting of the Multistate Tax Commission

Thursday, March 20, 2025
2:00 p.m. Eastern Time
Online Meeting

I. Call to Order and Attendance

Keith Richardson, District of Columbia, Chair of the Strategic Planning Committee, called the meeting to order at 2:01 p.m. Eastern Time and took attendance. The following people were present:

Mike Williams	Alaska
Brendon Reese	Colorado
Priya Nair	Council on State Taxation
Keith Richardson, Robert Kindred	District of Columbia
Greg Matson, Richard Cram, Helen Hecht, Lila Disque, Jenn Stosberg, Chris Barber,	Multistate Tax Commission
Ray Langenberg	Texas
Frank Hales	Utah

Greg Matson, Executive Director of the MTC, confirmed the presence of a quorum.

II. Initial Public Comment Period

There was no public comment.

III. Review and Update of Engagement Performance Measures Project

A. Review of existing performance measures

Mr. Matson [explained](#) that the original effort to track engagement focused on the number of participants actually present at a meeting. The committee adopted 5-year targets and had tracked positive trends in attendance and participation. But that was in 2011-2012 and the MTC's measures of success have changed. In addition, it's possible that these were not intended to be tracked in perpetuity. At a minimum, it is probably time to review the metrics and adjust them for the MTC's current goals and activities.

B. Discussion of possible new performance measures

Mr. Matson recommended exploring other current data that might better indicate engagement or track engagement in other areas (not already part of program committee oversight). This includes data with respect to training, both online in real time, online on demand (LMS), and in-person (separate and during meeting weeks) such as attorney training; data with respect to public participation in MTC meetings; and data with respect to MTC participation in non-MTC events. He recommended that whatever areas are tracked with respect to engagement should relate to the committee's strategic engagement goal, "We will maintain a high level of institutional knowledge within the states and among our stakeholders about the MTC."

For purposes of measuring engagement, MTC Operations Officer and Counsel Chris Barber noted that it's very straightforward to track when people are logging into the LMS, and how often. If the committee wants to continue to track the in-person attendees, they might want to consider doing that electronically because there are assorted drawbacks to the physical sheet. In addition, it's very simple to track Zoom attendees especially when we tailor the registration questions accordingly.

Mr. Matson proposed that in Spokane the staff produce a list of recommended new engagement measures to start tracking, which the committee can consider. Mr. Richardson agreed.

IV. Adjournment

Mr. Richardson reminded the committee that its next meeting will be on Thursday, May 1 in Spokane, Washington. Brendon Reese moved to adjourn. The meeting ended by general consensus at 2:28 p.m.