



Melvin Tennant, CAE, is president and chief executive officer of Meet Minneapolis, Convention and Visitors Association. He became the organization's second CEO in 2008. He previously served in similar capacities in Charlotte, N.C., San Antonio, Texas and Oakland, Calif.

Since joining Meet Minneapolis, Tennant has overseen convention sales and marketing programs that bring a direct economic impact of \$900 million to the area. With an annual budget of \$10 million and a staff of 55, his team played an integral role in laying the groundwork and implementing logistics for Minneapolis Saint Paul's successful hosting of the 2008 Republican National Convention. Tennant and his team worked closely with the Minnesota Vikings and other organizations as a member of the Minnesota Super Bowl LII Bid Committee to secure the National Football League's Super Bowl for Minnesota in February 2018. The Meet Minneapolis team also worked alongside the Minnesota Twins to secure the 2014 Major League Baseball All-Star Game.

Tennant and Meet Minneapolis launched an affiliate organization, Sports Minneapolis, in May 2014 to market and sell Minneapolis as a site for amateur and professional sporting events, sports-related conventions and related activities.

Additionally, Tennant has also been CEO since 2007 for Internet Destination Sales System (iDSS), a private company that delivers a complete web-based series of software applications for destination marketing organizations, associations, hotels and corporations, where he oversees the company's management and operations. iDSS is a for-profit subsidiary of Meet Minneapolis.

Tennant has proved himself a leader in the travel industry. Currently, he is chairman of the board for Religious Conference Management Association (RCMA), and is the first supplier to serve in this position in the organization's 42-year history. Tennant most recently served on the RCMA board as vice chair.

Additionally, Tennant has previously served on the boards of the U.S. Travel Association, American Society of Association Executives (ASAE), Center for Association Leadership, Meeting Professionals International (MPI), the MPI Foundation, and is a past chairman of the Destination Marketing Association International (DMAI). He currently serves locally on the boards of the Minneapolis Regional Chamber of Commerce, Minneapolis Downtown Council and YouthLink, an organization that strives to build healthy relationships with youth and the community to address youths' urgent needs so that doors of opportunity are opened to futures of empowerment, connectedness and self-reliance.

During his career Tennant has received many accolades, most notably the RMCA's President Award, MPI's Chapter Legacy Award – Carolina Chapter and Black Meetings & Tourism magazine's APEX Award.

Tennant received his bachelor's degree from Rice University, master's degree in Christian Leadership Studies from Liberty University and holds an Association Executive Certification from ASAE.