

Destination Marketing Corporation (DMC)
Board of Directors Meeting Minutes - Thursday, January 14, 2020

APPROVED AT March 11th 2021 MEETING

2 to 3 pm, Zoom Conference

Attending:

Ken Meifert, Former Chairperson
Camilla Morris, Chairperson
Mark Mosconi, Vice-Chair
Scot Mondore, Treasurer
Alicia Terry, Secretary
Kerrie Tandle
Marcy Birch

Meg Kennedy
Hope Kabir
Maureen Lodes
Tara Burke
Marty Rosenthal
Cassandra Harrington, DMCOC – Executive Director
Laiken Whittredge, DMCOC – Admin & Marketing Assistant

Absent: None.

Chair, Ken Meifert, called the Annual Board Meeting to order at 2:20pm

- **Board Term Updates**
 - Motion to reelect Camilla Morris and Hope Kabir for another 3-year term.
 - Mark Mosconi motioned to approve their reelection.
 - Meg Kennedy seconded the motion.
 - Motion passed unanimously.
- **Election of Officers**
 - Slated board of officers: Chairperson - Camilla Morris, Vice Chair - Mark Mosconi, Treasurer - Scot Mondore, Alicia Terry – Secretary.
 - Meg Kennedy motioned to approve the slated officers for election.
 - Maureen Lodes seconded the motion.
 - Slated board elected unanimously.
 - Cassandra Harrington to work with Bank of Cooperstown to update check signers to Chairperson Cam Morris and Treasurer Scot Mondore, removing Jim Miles and Ken Meifert.
- Alicia Terry motioned to adjourn the annual meeting.
 - Mark Mosconi seconded the motion.

Annual Board meeting adjourned at 2:27pm.

Chair, Camilla Morris, called the January Board Meeting to order at 2:27pm

- **Chairperson's Report by Camilla Morris**
 - Camilla Morris gave a brief background of herself and her credentials. She has been working in the industry for 32 years and at Hale Transportation Group – Oneonta Division for 4 years, is on the American Bus Association Board, and is the former President of the Bus Association of New York (BANY). She has served on the DMC board for 6 years and was previously Vice-Chair.
- **November 12th, 2020 Minutes**
 - Alicia Terry motioned to approve minutes.
 - Marcy Birch seconded.
 - Motion passed unanimously.

- **Financial Statement – Scot Mondore**
 - Only a few outstanding items to complete the 2020 financial statement as December payables come in throughout January.
 - Meg Kennedy and Alicia Terry volunteered their time to a new Financial Committee on the board to help assist Scot and Cassandra.
 - Marcy Birch motioned to accept financial statement.
 - Mark Mosconi seconded.
 - Motion passed unanimously.

- **Conflict of Interest Forms**
 - Conflict of Interest forms were sent via Dropbox prior to the start of the meeting. This is a requirement from our auditor to state that board members are not receiving compensation. Members to send back their signed conflict of interest forms as soon as possible.

- **Schoharie County Contract Extension**
 - Schoharie County Board of Supervisors has voted to extend their contract with the Destination Marketing Corporation through 12/31/23. This extension will remain under the same contract elements that the DMC is currently under.
 - Maureen Lodes motion to approve the contract extension.
 - Mark Mosconi seconded.
 - Motion passed unanimously.

- **Schoharie County AirBnb Listings**
 - Cassandra Harrington proposed to the board that Schoharie County AirBnb properties could have individual listings on VisitSchoharieCounty.com, as well as within the digital concierge. This is due to the lack of traditional lodging options within the county.
 - Maureen Lodes motioned to approve the proposal.
 - Scot Mondore seconded.
 - Motion passed unanimously.

- **Director’s Report – Cassandra Harrington**
 - Otsego County**
 - Send daily COVID-19 updates from Ostroff Associates to everyone in the tourism database. Send regional reopening Phases and guidelines to entire database. These ended at year-end, as they came through by way of the NYSDMO and the organization can no longer afford its own lobbying firm due to budget constraints.
 - 2021 Lure Piece in design. Estimated completion date February 5.
 - American Bus Association Marketplace – postponed to June 2021, in Baltimore. Debating if attendance this year is necessary.
 - 2021 digital and social media marketing planning with Paperkite and the Marketing Committee.
 - Letter of support written on behalf of DMC endorsing the Oneonta Theatre as a recipient of NY Main Streets grant.
 - Update website and landing pages with 2021 Partners.
 - Schoharie County**
 - Met with SchoCo Beverage Trail about BrewCentral and updating their listings on the website.
 - Development of the new hashtag #WovenWithWonder – for use in social media to highlight all the wonderful things woven throughout Schoharie County.

- Concluded Front Porch Friday series with a finale post of the SchoCo Tourism team on our front porch with a message of thanks to followers.
- Hosted 2021 SchoCo Partner Program Enrollment Presentation. Only 4 Partners enrolled. Not enough to cover the costs of the program, so it has been tabled until Fall 2021.
- Digital Concierge – January launch to include digital flipbook embedded on VSC.com, postcard for promotion, and additional supporting documents. Preparing a mailing of 2,000 digital concierge postcards to be sent to anyone who has requested a SchoCo Travel Guide between November 2019 and April 2021 direct from the printer. An additional supply will be sent to the office for local distribution to businesses in the area.
- Matching Funds reporting, hopefully that NYS releases funds.
- Letter of support written on behalf of DMC endorsing the Klinkhart Hall Arts Center as a recipient of NY Main Streets grant.
- Drafting letter of support advocating for Schoharie County trails to be included in the Statewide Greenway Trails Plan.
- Transition of responsibilities from Erynne to Laiken and Cassandra. Erynne retired at year-end.
- **New Business**
 - The meeting for November 2021 will be moved to November 18th to acknowledge Veteran’s Day. (11/11/21.)
- **Old Business**
 - None.
- **Next DMCOC Meeting**
 - Thursday, March 11th, 2021 at 2:00pm. Zoom Meeting.

Scot Mondore motioned to adjourn meeting.

Marcy Birch seconded.

Motion approved unanimously.

Meeting adjourned at 3:17 PM.