

Destination Marketing Corporation (DMC)
Board of Directors Meeting Minutes - Thursday, November 12, 2020

APPROVED AT January 14th 2021 MEETING

2 to 3 pm, Zoom Conference

Attending:

Ken Meifert, Chairman

Camilla Morris, Vice-Chair

Alicia Terry, Secretary

Mark Mosconi

Kerrie Tandle

Marcy Birch

Meg Kennedy

Cassandra Harrington, DMCOG – Executive Director

Laiken Whittredge, DMCOG – Admin & Marketing

Assistant

Absent: Hope Kabir, Maureen Lodes, Tara Burke

Chair, Ken Meifert, called the Board Meeting to order at 2:02pm

• **Chairman's Report by Ken Meifert**

- No updates on Matching Funds from Empire State Development.

• **September 10th, 2020 Minutes**

- Alicia Terry motioned to approve minutes.
- Camilla Morris seconded.
- Motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- Cash flow in good shape to close out the year.
 - Kerrie Tandle motioned to accept financial statement.
 - Marcy Birch seconded.
 - Motion passed unanimously.

• **2021 Budget**

- Private Partner Program income will likely see a decrease for 2021. Partners that paid in full for 2020 had half of their investment credited towards 2021 due to the COVID-19 pandemic.
- The draft Schoharie County budget originally allotted \$110,000 for 2021, rather than the contracted \$150k due to the pandemic. There is a proposal to increase that to \$120,000 which has not yet been adopted by the Board of Supervisors. Any increase in funding will go directly to marketing spend.
- Travel & Meetings budget has decreased due to the COVID-19 pandemic. Majority of travel and trade shows have been cancelled.
- Erynne Ansel-McCabe will be retiring at the end of 2020. In effort to reduce operation expenses, her workload will be distributed between Cassandra and Laiken – the position will not be filled immediately.
 - Camilla Morris motioned to approve the 2021 budget.
 - Alicia Terry seconded.
 - Motion approved unanimously.

• **Updated Board Members**

- Board Members who terms will end:
 - Ken Meifert & Hope Kabir's final 3-year terms will end with no available terms left.

- Camilla Morris’s first 3-year term will end, and she will start a new 3-year term at the start of 2021.
 - Former treasurer, John Shideler’s position on the board will be filled.
 - Candidates for consideration:
 - Scot Mondore, Director of Licensing & Sales/Marketing Coordinator at the National Baseball Hall of Fame & Museum.
 - Bill Michaels, owner of the Fly Creek Cider Mill, who served on the board for the first 6 years and can now return after one term away.
 - Marty Rosenthal, the General Manager at The Otesaga Resort Hotel.
 - An additional open seat will also be available.
 - 2021 officers will be proposed and voted on at the Annual Board Meeting in January.
 - Meg Kennedy motion to approve the proposed candidates.
 - Mark Mosconi seconded.
 - Motion passed unanimously.
- **DMC Mission Statement**
 - Revision of the DMC mission statement so that it now reads: “To actively promote & market Otsego and Schoharie counties for the purpose of encouraging overnight visitation, thus contributing to the economic impact of tourism in our communities through the generation of occupancy tax revenues.”
 - Alicia Terry motioned to accept financial statement.
 - Marcy Birch seconded.
 - Motion passed unanimously.
- **Director’s Report – Cassandra Harrington**
 - **Otsego County**
 - Property Visits/Owners Meetings: Rail Explorers
 - Cassandra was a guest speaker at AAA Northeast: CNY Vacations and Friends of the Village Library: Racism in Tourism
 - 4 new blogs have been published: “Rest & Relaxation in Cooperstown,” “The Spooky Side of Cooperstown and Otsego County 2020,” “Winter, Small-Town Charm,” and “The Great Antique Trail of Otsego County.”
 - Distributed survey asking for winter events, activities, packages. Only 15 responses. Trying to build responses into winter marketing- lacking content.
 - Were unable to acquire donations for a Fall Road Trip Giveaway contest on social media. Cancelled the contest plans.
 - Business Membership with NYS Snowmobile Association, now – 8/31/2021, to highlight winter lodging.
 - CTM Explore Board – touch screen profile (Fall/Winter) appearing in digital kiosks in the Hudson Valley and Westchester County 10/1-12/31.
 - American Bus Association Marketplace – postponed to June 2021, in Baltimore. Jacqueline White, DMC Otsego County Travel Trade Manager, will attend. This will be the only motorcoach marketplace DMC attends in 2021.
 - The Shipping Room in Oneonta, NY has 1 pallet of 2020 guides left for distribution.
 - Updated 2021 deliverable for Partner Program. Enrollment Presentation took place on October 21st. Multiple follow up emails were sent. Enrollment closes November 13th.
 - Planning phase of early-winter lodging campaign – “Get Cooped Up in Cooperstown.”

Schoharie County

- Erynne Ansel-McCabe attended the kickoff event for Schoharie County Eagle Trail at Franklinton Vlai as well as the Broome Animal Sanctuary Vegan Festival.
 - Sales meetings with WNYT NewsChannel 13, WTEN News10 ABC
 - Co-hosted Assemblywoman Lupardo at The Old Stone Fort – she reached out to us, very interested in agritourism and history.
 - Continued with social media photo series Front Porch Fridays featuring: Black Cat Café, Roseboro, Beekman 1802 Mercantile, Brimstone Bakery, Graham’s Goods, Deb McGillycuddy’s Soaps, The American Hotel.
 - 2 new blogs were posted on the website: “Rest & Relaxation,” and “School of Schoharie County Wisdom.”
 - New itinerary posted on the website: “Brace Yourself for Scary Schoharie”
 - SchoCo Promise – Managing social media promotion, updated tourism businesses listings on VisitSchoharieCounty.com with SchoCo logo and boilerplate.
 - Travel guides -14 boxes left of the 2018/2019 guide.
 - Co-hosted blogger Danielle Benjamin, September 25-27th with Otsego County – focus on fall tourism.
 - Revenue Per Available Night with AirBnB was up 131.06% for the month of September over the previous year.
 - Gross revenue for AirBnb over the last 12 months is up 71.14%
 - Conducted 2 fall photoshoots.
 - Digital concierge: Interviewed 5 design firms before building and sending an RPF. Selected Trampoline Design of Glens Falls, NY. Estimated completion date is December 31st. Theme chosen is “Woven with Wonder” showcasing the wonderful things that make up Schoharie County. Map production is underway. The guide will be digital. Postcards will be designed and printed for in-county distribution to encourage visitors to use it.
 - Marketing Committee has reviewed the proposed Partner Program for 2021, much debate over TV versus digital ads, delaying the finalization and sales of the program.
 - Coordination/meetings with SEEC in the planning phase of a talent attraction campaign – introduced SEEC to Trampoline. Hoping to develop cohesive messaging between Economic Development and Tourism, incorporating lifestyle elements into the campaign.
- **New Business**
 - Schoharie County has offered to extend the contract with the DMC through December 31, 2023. This will be discussed at the January board meeting.
 - **Old Business**
 - None.
 - **Next DMCO Meeting**
 - Thursday, January 14th, 2021 at 2:00pm. Zoom Meeting.

Mark Mosconi motioned to adjourn meeting.

Marcy Birch seconded.

Motion approved unanimously.

Meeting adjourned at 3:09 PM.