

**Destination Marketing Corporation (DMC)  
Board of Directors Meeting Minutes - Thursday, March 11, 2020**

**APPROVED AT May 13<sup>th</sup> 2021 MEETING**

**2 to 3 pm, Zoom Conference**

**Attending:**

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  
April Islip  
Cassandra Harrington, DMCOOC – Executive Director  
Laiken Whittredge, DMCOOC – Admin & Marketing Assistant

**Absent:** Marty Rosenthal

**Vice-Chair, Mark Mosconi, called the Board Meeting to order at 2:02pm**

- **January 14th, 2021 Minutes**
  - Scot Mondore motioned to approve minutes.
  - Marcy Birch seconded.
  - Motion passed unanimously.
  
- **Financial Statement – Scot Mondore**
  - DMC has received Q1 payment from Schoharie County.
  - DMC has not yet received Q1 payment from Otsego.
  - Otsego Partner Program payments continue to roll in but they're not due in full until June, 2021.
  - NYS has not yet communicated with ESD if or how 2021 Matching Funds will come available to TPAs. DMC has been advised not to spend money with the expectation of getting reimbursed. DMC would not be reimbursed for things paid for prior to the release of funds. Application for funds has yet to be released.
    - Alicia Terry motioned to accept financial statement.
    - Meg Kennedy seconded.
    - Motion passed unanimously.
  
- **Director's Report – Cassandra Harrington**
  - Otsego County**
    - 2021 Lure Piece completed. Official launch in the planning phase
    - DMC has decided not to attend any group travel marketplaces this year – temporary hiatus.
    - TravelGuidesFree.com, a lead-generation program that gives people direct download of the Digital Concierge in exchange for their contact information through April 30 – these will be used for our E-newsletter contact list.
    - Revised DMC group travel Profile sheet in-house. Placed 400 in a Destinations of NYS (DONYS) mailing to qualified motorcoach industry leads highlighting group-friendly attractions, lodging and dining. The 2-sided sheet was shared with Schoharie County. PDF of profile sheet added to the Group Travel page of TIC.com
    - Social retargeting and digital display ad campaigns launched for Partner Program. Lodging ads separate from attractions. Dedicated Level 1 Partner ads being finalized soon.

- Hosted a meeting for anyone and everyone tied to outdoor recreation to develop a list of assets for an Outdoor Activities ad campaign, connecting the potential visitor with pre-existing resources, by activity to include NYS Parks, DEC, OtsegoOutdoors.org, Susquehanna Greenway Trails, etc.
- Outdoor Activities ad campaign/landing page creative underway.
- Collect information on LGBTQ+ friendly businesses and submitted to ILNY for promotion.
- Planning meeting for the NYS Southern Tier Water Trail, submitted list of County stakeholders to Kevin of Corning who is leading the charge and submitting a grant application.
- Finalized and sent 2020 Year-End Partner reports and set up a Q&A session on 3/12 where DMC and Paperkite will be available to answer any Partner questions regarding the reports.
- AllTheRooms Report, February 1, 2020 to January 31, 2021. Some initial highlights:
  - In the Last Twelve Months (LTM), AirBnB gross revenue was \$4,077,271, for a 19.87% increase
  - AirBnB revenues have increased steadily, even throughout winter.
    - October 2020 generated \$558,603 in revenue, up 93.70% over October 2019
    - November 2020 was up 62.75% over November 2019
    - December 2020 was up 110.69% over December 2019
    - January 2021 was up 150.26% over January 2020

### **Schoharie County**

- Guest Speaker/Presentation: Schoharie County Board of Supervisors
  - Sales Calls/Meetings: Wayward Lane Brewery, Scrumpy Ewe Cider.
  - E-Newsletters, New FREE Digital Concierge sent 3/2/21.
  - Emailed entire tourism database announcing Digital Concierge, included a File Kit with icons and image files for their use in promoting it.
  - 9x4 rack card created for distribution racks that will refer people to the Digital Concierge. Shopping around for affordable options.
  - Placed 400 group travel Profile Sheets in a Destinations of NYS (DONYS) mailing to qualified motorcoach industry leads highlighting group-friendly attractions and dining. The 2-sided sheet was shared with Otsego County.
    - They gave us a featured article spot on their home page in return.
  - AllTheRooms Report, February 1, 2020 to January 31, 2021. Some initial highlights: In the Last Twelve Months (LTM), AirBnB gross revenue was \$2,108,264, for a 115.36% increase
    - AirBnB revenues have increased steadily, even throughout winter.
      - October 2020 generated \$303,357 in revenue, up 209.69% over October 2019
      - November 2020 was up 212.85% over November 2019
      - December 2020 was up 213.19% over December 2019
      - January 2021 was up 229.19% over January 2020
- **Enrollment of Otsego County Travel Trade Manager, Jacqueline White, in the Certified Tourism Industry Specialist (CTIS) program.**
    - The CTIS program would help round out Jacqueline's skillset as a Travel Trade Manager for the DMC. The program is virtual this year, starting the week of March 15<sup>th</sup> and runs to the end of December, 2021. CTIS is one of the top specialist programs you can find in the group travel industry and is heavily endorsed by the American Bus Association. DMC to cover the cost of enrollment, Jacqueline to cover the cost of books.
      - Mark Mosconi motioned to approve Jacqueline White's enrollment in the CTIS program.
      - Meg Kennedy seconded.
      - Motion approved unanimously.

- **2021 Brochure Exchange**
  - The DMC had planned a regional Brochure Exchange for May of 2020 but canceled the event due to the COVID-19 pandemic. The DMC would like to host the Regional Brochure exchange this May at Barnyard Swing Mini Golf and Family Fun Center. Attendants will be required to RSVP and guidelines and precautions will be followed depending on guidelines instated at that time.
    - No board opposition.
  
- **Related Party Transactions**
  - Cooperstown Chamber of Commerce Map Advertisement.
    - With an uptick in local travel and with the shift in the tourism market, the DMC is considering placing an ad in the Cooperstown Chamber of Commerce map to promote ThisIsCooperstown.com.
      - There are three different options for advertisement: a strip ad for \$200, map ad for \$500, and a panel add for \$1,800. At least 40,000 will be produced for this year depending on the opening of Cooperstown Dreams Park. The maps are distributed at the Information Booth on Main Street, all trolley stops, as well as mail distribution.
        - Maureen Lodes motioned to approve a \$500 map advertisement.
        - Alicia Terry seconded.
        - Motion approved unanimously.
  
- **Chairperson’s Report by Camilla Morris**
  - We are starting to see a “light at the end of the tunnel” for travel. More people are planning for travel, especially groups. In the \$350 billion COVID relief bill that was signed by President Joe Biden, there is a portion of that funding that’s been earmarked for tourism by explicit authority.
  
- **New Business**
  - Per Representative Kennedy, Otsego County will receive approximately \$23,000,000 in federal aid.
  
- **Old Business**
  - None.
  
- **Next DMCO Meeting**
  - Thursday, May 13<sup>th</sup>, 2021 at 2:00pm. Zoom Meeting.

Mark Mosconi motioned to adjourn meeting.

April Islip seconded.

Motion approved unanimously.

Meeting adjourned at 3:15 PM.