

**Destination Marketing Corporation for Otsego County (DMCOC)
Board of Directors Annual Meeting Minutes - Thursday, March 12, 2020
2 to 4 pm, Iroquois Room, Otesaga Resort Hotel, Cooperstown, NY**

Attending:

Ken Meifert, Chairman

Camilla Morris, Vice-Chair

John Shideler, Treasurer

Alicia Terry, Secretary

Meg Kennedy

Maureen Lodes

Tara Burke

April Islip

Suzanne Olson

Mark Mosconi

Kerrie Tandle

Marcy Birch

Cassandra Harrington, DMCOC – Executive Director

Laiken Whittredge, DMCOC – Administrative
Assistant

Absent: Hope Kabir

Chair, Ken Meifert, called the Board Meeting to order at 2:05pm

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

- COVID-19 concerns were addressed. With the lack of travel happening, the tourism and hospitality industry has seen a decrease in business and revenue.
 - Reminder to continue following the advice presented by the NYS Department of Health and the CDC, as well as regularly checking to see about any updates on best practices to help reduce the spread of COVID-19.
 - With businesses closing, keeping the DMC updated on closures is important so we can also update the traveling public.
- Pleased with the work that Paperkite Creative has been doing for our Social Media managing. Significant improvement with more local and user-generated content being posted.

• **January, 9th, 2020 Minutes**

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

• **Financial Statement – by John Shideler**

- Revenue was underestimated, while expenses were overestimated. Therefore, we are in great financial shape.
 - Alicia Terry motioned to accept financial statement.
 - Maureen Lodes seconded.
 - Motion passed unanimously.

• **Related Party Transitions**

- Approval of \$290 for dues to be members of the Cooperstown Chamber of Commerce.
 - Meg Kennedy motioned to approve
 - Marc seconded.
 - Motion passed unanimously.

- Approval of \$650 to continue to be a part of the New York Tourism Association for 2020.
 - Camilla Morris motioned to approve.
 - Tara Burke seconded.
 - Motion passed unanimously.

- **Directors Report – Cassandra Harrington**
 - FAM Tour has been very well received at group shows. Still inviting tour operators.
 - Recently hosted Wanderlust on a Budget blogger. She did a great report on her Bed & Brew Valentine’s Day package.
 - Lynn Bass, our accountant, conducted our audit on Tuesday, March 10th.

- **Otsego Co. Marketing Committee Report – Cassandra Harrington**
 - Finalized the Social Media & Digital Ad campaigns with Paperkite & BBG&B.
 - First social media campaign, “Cheers to Cooperstown,” a focus on craft beverage.
 - Invited to a meeting that the Chemung County Chamber & Tourism Program was hosting on the possibility of starting a Susquehanna Water Trail. They are working on getting a Market NY grant to create this, as well as a business incubator that can provide possible grant funds to businesses that are connected to the river in some way. Financial contributions would have to be provided from all counties that are involved, and since both Otsego & Schoharie counties are both have the river running through it, we could possibly be involved with this for a fee.
 - Cassandra hosted Paula from American Tour Guide Association for a mini FAM tour. Overall, she enjoyed her experience here, but there is a lack of restaurants willing and able to handle large groups. A survey will be created and distributed to restaurants and hotels about group handling.
 - The Otesaga bid to host the NYSTIA’s 2021 conference. On March 24th-25th representatives for NYSTIA will be coming to view the Otesaga and the town of Cooperstown.
 - ILNY Media Night will be hosted at the American History Museum. Laiken Whittredge will be attending - if not cancelled.
 - A save the date was e-mailed out to local business for the annual Brochure Exchange that is being hosted by Marcy at Barnyard Swing.

- **Schoharie Co. Marketing Committee Report – Cassandra Harrington**
 - The new website is set to launch on April 20th, 2020. Possibly hosting a small launch gathering to celebrate the new website.
 - Erynne Ansel-McCabe has been updating and imputing information into Simpleview so the website will be populated when launched.
 - Sending out a 5th reminder to Schoharie County businesses to submit information and pictures for the website.
 - Ken, John, & Cassandra were guest speakers at SEECs’ Lodging Prosperity Forum, which was very well received.
 - DMC conducted a survey among lodging owners in the County with the goal of collecting information on consumer trends from those on the front lines
 - SALT is working on figuring who to have run the Schoharie County Beverage Trail. The SCBT was originally awarded a Market NY Grant, and the money is still available. Working on getting to producers together to see if they're willing and ready to take part.
 - Schoharie County Packaging Workshop, scheduled for March 18th, was postponed due to COVID-19 concerns.

- **New Business**
 - Cassandra Harrington brought forth the idea of possibly opening our events calendar to regional events and attractions outside of Otsego and Schoharie counties. It was decided that each county website will only promote the events within that county.

- **Old Business**
 - None.

Chairman, Ken Meifert called Executive Session to order at 3pm.

- **Next DMCOOC Meeting**
 - Thursday, May 14th, 2020 at 2:00pm. Meeting place TBD.

Ken motioned to adjourn meeting.

Tara seconded.

Motion approved unanimously.

Meeting adjourned at 3:25pm.