

Destination Marketing Corporation (DMC)
Board of Directors Meeting Minutes - Thursday, September 10, 2020
APPROVED AT November 12th MEETING
2 to 3 pm, Zoom Conference

Attending:

Ken Meifert, Chairman

Camilla Morris, Vice-Chair

Alicia Terry, Secretary

Maureen Lodes

Tara Burke

Mark Mosconi

Kerrie Tandle

Marcy Birch

Cassandra Harrington, DMCOOC – Executive Director

Laiken Whittredge, DMCOOC – Admin & Marketing

Assistant

Absent: Meg Kennedy, April Islip

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

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

- No new news on Matching Funds from the state.
- Spoke to the Regional Economic Development Council about increasing the 25% capacity for museums. No answers at this point.
- Prompted a discussion amongst board members about how businesses in their area were doing in this stage of the pandemic.

• **July 9th, 2020 Minutes**

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

• **Financial Statement – by Ken Meifert**

- Projected a 20% drop in the overall income for the \$1,000,000 projected budget. Currently just over \$800,000 in income.
- Overall expenses at \$700,677 after cutting certain expenses, compared to the \$1,000,000 budgeted.
- \$125,000 cushion reserved for next year, to allow us to have \$225,000 in total to go into 2021.
 - Mark Mosconi motioned to accept financial statement.
 - Cam Morris seconded.
 - Motion passed unanimously.

• **Director’s Report – Cassandra Harrington**

Otsego County

- Met with BA Heegan and Jill Morgan-Meek of the Oneonta Strive & Thrive Committee to discuss their relocation campaign targeted at Oneonta and Hartwick alumni that are downstate.
- Met with Greg Klein of FILM Coop – newly established film commission to discuss collaboration.
- Planning meetings for 2021 Lure Piece – to be digital. DMC will not be printing a guide in 2021 to save costs on printing and distribution. This gives us the ability to expand the content – more focus on outdoor activities, safety, history, maps, planning tools, and a wider variety of imagery.
- Conducted Economic Outlook Survey. 99 responses. Results*
- Launched Fall Colors of Cooperstown campaign. *

- Radio commercials on 104.5 The Team/ESPN Radio's coverage of the Saratoga horse races. Ran for 8 weeks – July 16th thru September 7th.
- Gathering content for Fall e-newsletter to be sent out September 17th.
- Soliciting donations for a Fall Road Trip Giveaway contest on social media.
- Launched 2 Spectrum TV commercials to air in western NY. Specifically, the Rochester and Buffalo markets with AB testing experiment.
- Placing ad in Adventure Outdoors magazine. 1-page ad and editorial in winter edition.
- Visual testimonials on social media – pulling consumer reviews from your websites or TripAdvisor pages and formatting them into social media Story images that we can use to promote the things our visitors are seeking – focusing on things like safety, security, ease of access, etc.

Schoharie County

- Conducted 5 weeks of Thirsty Thursday photo series, highlighting Schoharie County Beverage Trail producers. Laiken took the photos and conducted the interviews, Erynne scheduled the interviews and write-up. Photos and stories shared on social media.
 - Responding to significant quantity of media pitches from Finn Partners/ILNY and via HARO
 - New Blogs: "Front Porch Fridays," "Skip The Produce Isle – Opt For The Farm Market" – in process blogs: Antiques, Rest & Relaxation, Remote Learning
 - SchoCo Promise – Managing the social media promotion and updated tourism business listings on VSC.com with SchoCo Promise logo and boilerplate.
 - "Just Because" Giveaway Contest – using SEEC Resiliency Fund grant money to create a 4 weeklong contest and gave away 26 gift cards from 14 SC businesses. Most had a value of \$75. Before the contest, SC had 3619 Facebook fans, and we now have 3,959 for a growth of 330 in just 4 weeks. As of today, post engagement is up 88% over the past 28 days on Facebook. At the start, we had 816 Instagram followers and we now have 867 for an increase of 51 followers.
 - Travel Guides – 20 boxes left and going quickly. 2021 Guide is to be determined.
 - Erynne Ansel-McCabe will be retiring from her position as Schoharie County Travel Trade Manager at the end of 2020.
- **New Business**
 - Board Member positions will be opening as terms end, and to be discussed at the next meeting. Anyone who knows of someone interested in becoming a board member or filling a position is to contact Cassandra.
 - **Old Business**
 - None.
 - **Next DMCO Meeting**
 - Thursday, November 12, 2020 at 2:00pm. Zoom Meeting.

Mark Mosconi motioned to adjourn meeting.

Alicia Terry seconded.

Motion approved unanimously.

Meeting adjourned at 2:42pm.