

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, July 12, 2018

2 to 4 pm, Jordan Cottage, 20 Chestnut Street, Cooperstown

Attending:

Jim Miles, Chair

Meg Kennedy

Camilla Morris, Secretary

Todd Kenyon

Matt Hazzard

Hope Kabir

Ed Cox

Bob Holt

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent:

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Chair, Jim Miles called the meeting to order at 2:00 pm

- **Chairman's Report by Jim Miles**
 - Review of STR Report showing annual trends from 2012 – 2018 which reflects only reporting hotels in Otsego County covering Occupancy, ADR, RevPAR, Supply, Demand and Revenue.
 - Trends show that occupancy is slightly down while prices have increased.
 - Otsego County is performing better than Upstate NY comparing 2017 to 2018 occupancy and ADR.

- **March 15, 2018 Minutes**
 - Matt Hazzard motioned to approve 5/10/18 Minutes, Todd Kenyon seconded and the motion passed unanimously.

- **Financial Statement** - looking at the remaining months of this business year
 - Partner membership is up \$16k this year, State Matching Funds increase of \$2.8k and the bed tax determined by the previous year's figures
 - Coding matches up between DMCOC, BBG&G and NYS Matching Funds
 - Close to \$500k in advertising/promotions that officially started in May this year
 - Bob motioned to accept the Treasurer's Report, Cam Morris seconded and the motion passed unanimously.

- **Executive Director's Report**
 - Bar 1 partial payment, all partners are paid up. Discussion ensued about whether or not to set a deadline for payment penalty for non-payers in the future.
 - FAM Tour and Hospitality training discussed. Create a video for businesses throughout the county to use as a part of hire-on orientation with a focus on hospitality and tourism by category and age.
 - ThisIsCooperstown.com SEO is still very strong. DMCOC will continue to allocate funds to keep that position.

- Public awareness about the DMCOOC Program and tourism in general throughout the county is needed for the general public. Tourism equals tax relief for residents due to visitor dollars coming in. The DMCOOC will offer an annual report showing an accurate snapshot of what tourism does for the residents of Otsego County.
 - Survey results from the Lodging Survey help bring to light their biggest challenges and the fact that they need to be educated on our services.
 - Visitor Survey results show that shopping is second most popular activity for visitors.
 - Landing pages are live and all digital ads are pointed at them as part of the Partner Program.
 - Photoshoots have begun and continue for our Partners.
 - ILNY (I Love NY) launched an app featuring a Walking Tour that Cooperstown is one of four featured places. (Niagara Falls, Buffalo, Corning and Cooperstown)
 - Property tours continue.
 - Website content, photos and contact information are constantly being updated.
 - Office Caller ID has been updated from “Jordan Cottage” to “Otsego Cnty Tour”.
 - Have hosted or will soon host a writer from OffMetro, Road Trip Masters and others.
 - Looking to provide an interactive map on thisiscooperstown.com next year.
- **New Business**
 - Hall of Fame Induction Weekend parking will be provided by the Cooperstown Chamber at the Iroquois Farm field on route 33.
 - County IGA meeting 8/14/18. Jim, Ken and Cassandra will attend to make a presentation on the DMCOOC program
- **Old Business**
 - DMCOOC continues to look for additional board members and discussion ensued.
- **Next DMCOOC Meeting**
 - Thursday, September 13, 2018 at 2:00pm at Jordan Cottage.

Bob Holt motioned to adjourn the meeting, Hope Kabir seconded and the motion passed unanimously.

Meeting adjourned.