

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, March 15, 2018

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

Attending:

Jim Miles, Chair

Camilla Morris, Secretary

Ken Meifert, Treasurer

Bill Michaels, Vice Chair

Meg Kennedy

Hope Kabir

Ed Cox

Bob Holt

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent:

Todd Kenyon and Matt Hazzard

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

• **Chairman's Report**

- Congratulate Cassandra Harrington for getting accepted and starting in the Otsego County Chamber of Commerce Leadership Program.
- Mention of the article shared by Cassandra "Six Things Tourism Businesses Should Know About Their DMO". See it [here](#).
- Jim had attended the last monthly County Board of Representatives Meeting/Public Hearing where the Otsego County occupancy tax was up for renewal and was passed for another three years at the current rate of 4%.
- Mention of the two new committees formed at the last DMCOC meeting; Finance, Chair Ken Meifert and Marketing, Chaired by Bill Michaels.
- Had discussion with Cynthia Falk Economic Development and Village Trustee, to do with the 'shoulder' season and how winter is difficult to *promote*.
- Radio loop on the station 1610AM with visitor parking information is no longer a valid information port and should be maintained in the future by another entity. Ken Meifert offered to help the Cooperstown Chamber with new voiceovers and message if they take it on as done in the past.
- Smith's Travel Report rating is down this winter due to low occupancy and the feeder markets' harsh weather.

• **January 11, 2018 Minutes**

- Ed Cox motioned to approve 1/11/18 Minutes, Bob Holt seconded and the motion passed unanimously.

- **Financial Statement**
 - Some of AdWorkshop's bills are coming through in this calendar year for work done last year.
 - Bill Michaels motioned to approve the report, Cam Morris seconded and the motion passed unanimously.
- **Film Commission Office**
 - Discussion ensued, but the idea does not fully support the DMCOC mission statement: "The purpose of the organization is to actively promote and market Otsego County 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."
- **Marketing Committee – Bill Michaels, Chair reports**
 - Two meetings resulted in the new, updated 2018 Brochure and the Partner/Member Program.
- **Executive Director's Report**
 - 2018 Brochure and show supplies ordered and received.
 - Cassandra & Jacqueline continue to meet and visit member/partners from across the county to build relationships.
 - Successful shows, marketplaces (for both consumers and tour operator) and conferences attended: American Bus Association Marketplace, Heartland, Philadelphia Travel and Adventure Show, DMO Association meeting, Schoharie County Tourism meeting and others.
 - The new ad agency is BBG&G out of the Hudson Valley area.
 - Website migration is underway. Simpleview integration is underway.
 - BBG&G drafting surveys for consumers and for local accommodations to determine who the DMCOC customers truly is for optimized marketing efforts.
- **New Business**
 - The Great Race has requested a return by using Cooperstown as a rest area unlike the lunch stop in the past. Discussion ensued.
 - Parking for Induction Weekend discussed. The Parking Committee did not supply the requested information necessary to be able to make a firm decision.
 - 2018 Partner Program discussed.
 - Ken Meifert motioned to approve the 2018 Partner Program, Cam Morris seconded and motion passed unanimously. Also the 10% mark-up for the DMCOC to collect with the Add-Ons as a Processing Fee gets approved by all the board.
- **Old Business**
 - None
- **Next DMCOC Meeting**
 - Thursday, May 10, 2018

Ed Cox motioned to adjourn the meeting, Jim Miles seconded and the motion passed unanimously.

- Meeting adjourned.