

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, November 15, 2018

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

Attending:

Jim Miles, Chair

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Camilla Morris, Secretary

Todd Kenyon

Matt Hazzard

Ed Cox

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent:

Meg Kennedy, Hope Kabir, Bob Holt.

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

• **Chairman’s Report by Jim Miles**

- Overview of the County tourism Summary handout presented by Jim Miles, Ken Meifert and Cassandra Harrington to the County Board of Representatives on 11/7/18 .
- Revenue generated by Otsego County tourism saves about \$1,090 per household in taxes.
- DMCOC 2019 Partner Program launch was a success on 11/14/18.

• **July 12, 2018 Minutes**

- Bill Michaels motioned to approve 7/12/18 Minutes, Matt Hazzard seconded and the motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- 2018 Highlights: Income up slightly, driven by the Partner Program
- Proposed 2019 Budget based on the billing from BBG&G.
- NYS Matching Funds is up from last year. This was the first time asking for maximum amount.
- Revenue up \$22k.
- Projecting \$21k surplus for year-end balance in 2019.
- Matt Hazzard motioned to move into Executive Session to discuss personnel matters, Ed Cox seconded and the motion passed unanimously.
- Discussion ensued regarding wages and benefits for staff.
- Motion made to adjourn Executive Session and return to regular Board Meeting.
- Recommendation to increase the 2019 wage budget from \$110k to \$115k.

• **Executive Director’s Report**

- Continued efforts in working with Travel Bloggers after TBEX. Coordinating schedules and determining which writers would be best to focus on which topics and where to send them.
- Design and content acquisition for 2019 lure piece.
- New Website Site Map, coordination with development team and Simpleview.
- Attended the BANY (Bus Association of New York) annual meeting as a Sponsor and participated in the Marketplace meeting with 15 operators.
- Registered DMCOC for ABA and Heartland travel shows for the winter. Appointment setting is an ongoing process.
- Attended: Oneida County Tourism Annual Dinner Meeting, Otsego County Chamber of Commerce Networking Luncheon, Otsego Count CCE Annual Dinner Meeting and Destination Oneonta networking mixer.

- Continued to add Shopping to the current website.
 - Cassandra joined the Young Professionals Network Planning Committee.
 - Intern hired on for limited time to help our database management in Simpleview.
 - 3-day itineraries built featuring all DMCOOC 2018 Partners that will be used for group tour operators, travel bloggers, family trips, etc.
 - Distributed Level 1 Partner's Quarterly Reports and Level 3 & 4 Bi-Annual Partner Reports sent out. (Level 2 reporting is on a Bi-annual reporting schedule that went our early Fall.)
 - Held a meeting with Eco/Agri/Adventure Tourism asset organizations to form partnerships for promotion.
 - Conducted analysis on relationship of Partner Level and number of ThisIsCooperstown.com pageviews in 2018 with results showing a direct relation between the two.
- **New Business**
 - The Intern, Michaela Shelton has proved a success, with over 1100 updates and notes in the customer relations management system, Simpleview. We have about 40 hours left budgeted for her continued assistance.
 - DMCOOC to host a quarterly Roundtable open for members and partners as a part of Otsego County Tourism idea and discussion ensued. First one for Partners only
 - Ed Cox announced he will be retiring in the next month and discussion ensued about a replacement for him on the DMCOOC board.
- **Old Business**
 - None.
- **Next DMCOOC Meeting**
 - Thursday, January 10, 2019 at 2:00pm at Jordan Cottage.

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

Meeting adjourned.