

**Destination Marketing Corporation for Otsego County (DMCOC)**

**Board of Directors Meeting Minutes**

**Thursday, January 11, 2018**

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

**Attending:**

Jim Miles, Chair

Cassandra Harrington, DMCOC Executive Director

Camilla Morris, Secretary

Ed Cox

Ken Meifert, Treasurer

Meg Kennedy

Bill Michaels, Vice Chair

Bob Holt

Todd Kenyon

Matt Hazzard

**Absent:**

Hope Kabir

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

• **Chairman's Report**

- Discussed possible April reception to introduce the new DMCOC Team, announce 2018 Marketing plans along with our Ad Agency, and honor Deb Taylor.

• **Annual Meeting** called to order for elections of officers. Nominations and voting ensued.

▪ Board Term re-elections:

- Ken Meifert - second term ending in 2020
- Cam Morris - second term ending in 2020
- Hope Kabir - second term ending in 2020
- Bob Holt motioned to pass all above elections, Matt Hazzard seconded and the motion passed unanimously.

▪ Officer elections (One-year terms):

- Jim Miles - Chairman
- Bill Michaels – Vice Chairman
- Ken Meifert – Treasurer
- Cam Morris - Secretary
- Matt Hazzard motioned to accept the officer slate, Bob Holt seconded and motion passed unanimously.

- Discussion was had concerning search for (up to 3) tourism related professionals to join the DMCOC Board.
- Discussion was had concerning re-energizing 3 Board Committees (Marketing, Audit/Finance, and Bylaws). Committee members do not all need to be Board members but Ken Meifert suggested that each board member should be on at least one committee.
  - Ed Cox volunteered to join the Finance Committee.
- Bill Michaels motioned to adjourn the Annual Meeting, Cam Morris seconded and the motion passed unanimously.

- **November 9, 2017 minutes**
  - Bill Michaels motioned to approve 11/9/17 Minutes, Bob Holt seconded and the motion passed unanimously.
  
- **Financial Statement**
  - Work continues on the December results and Year-End statement. It will be emailed to the Board shortly.
  
- **Executive Director's Report**
  - Cassandra & Jacqueline have visited several of the 2017 Partners and have plans to visit more in the coming weeks.
  - They have attended both Cooperstown and Otsego County Chamber events/meetings.
  - Simpleview and website training continues.
  - Preparing to go to the American Bus Association Marketplace January 26<sup>th</sup> - 31<sup>st</sup>.
  - Plan to focus on the Partner Packages after ABA.
  
- **New Business**
  - Reprinting the Travel Guide as is for \$5,203.00 for 10k approved with some content updates.
  - Review new Adworkshop document and get the website up-to-date prior to January 24th!
  - Revisit prior RFP's for ABC Creative, BBG&T and Paperkite in preparation for meetings with the three agencies on Thursday 2/8/18 pending they're availability.
  - Discussion ensued concerning having a separate partner for web site and email administration and another for the marketing program.
  - Bill Michaels proposed that the DMCOC contribute \$500.00 toward the Cooperstown Beverage Trails contribution of \$2,500.00 towards the NYS Wine and Grape Foundation (NYWGF) Market NY grant.
    - Ken Meifert motioned to approve a \$500 contribution, Matt Hazzard seconded and the motion passed unanimously.
  
- **Old Business**
  - None
  
- **Executive Session**
  - None
  
- **Next DMCOC Meeting**
  - Thursday, March 8, 2017

Ed Cox motioned to adjourn the meeting, Todd Kenyon seconded and the motion passed unanimously.

- Meeting adjourned.