

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

**Board of Directors Meeting Minutes**

**Thursday, January 10, 2019**

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

**Attending:**

Jim Miles, Chair

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Meg Kennedy

Hope Kabir

Todd Kenyon

Matt Hazzard

Mark Mosconi

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

**Absent:**

Camilla Morris, Secretary

• **Chair, Jim Miles called the *Annual Meeting* to order at 2:02 pm**

- Introduced the newest DMCOC Board Member, Mark Mosconi of HIE and Courtyard Marriott, the Otsego County Chamber representative.
- Addressed the current board members' terms and discussion ensued about the need to recruit more new board members. Currently, Jim Miles, Bill Michaels and Todd Kenyon's final consecutive term allowed (according to the bylaws) will terminate this year's end and Ken Meifert's final consecutive term allowed will terminate at the end of 2020.
- An amendment to the bylaws, in reference to the length of time one must **not** be on the board in order to serve another term was discussed.
- Election of Officers for the 2019, 1-year term: Chairman, Jim Miles, Vice Chairman Bill Michaels, Treasurer, Ken Meifert and Secretary, Cam Morris. Matt Hazzard motioned to accept the nominated officers for the 2019, 1-year term and Todd Kenyon seconded. The motion passed unanimously.
- Ken Meifert motioned to adjourn the Annual Meeting and begin the regular scheduled DMCOC bi-monthly meeting, Matt Hazzard seconded and the motion passed unanimously.

**Chair, Jim Miles called the *Regular Board Meeting* to order at 2:12 pm**

• **Chairman's Report by Jim Miles**

- Estimated \$1.8 million in AirBnB sales for 2018 in Otsego County. Waiting on the preliminary 2018 report of the Otsego County Bed Tax collection total from the County.
- 2019 is the last year of our current 3-year agreement/contract with the County of Otsego. February 12, 2019 is the next IGA meeting per Meg Kennedy, where discussion will be had about the county's RFP requirement and the selection process for Otsego County TPA (Tourism Promotion Agency).
- DMCOC will be closed January 21, 2019 to observe Martin Luther King Day.

• **November 15, 2018 Minutes**

- Ken Meifert motioned to approve 11/15/18 Minutes, Todd Kenyon seconded and the motion passed unanimously.

- **Financial Statement – by Ken Meifert**
  - 2018 Profit and Loss statement nearly finished and includes anticipated expenses that we have not yet been billed for.
  - Net income for the year is forecasted to be \$14K.
  - Projecting a cash reserve of about \$141K after all 2018 bills are paid.
  
- **Executive Director’s Report**
  - DMCOC 2019 lure piece/brochure has been finalized and sent to the printer in time to be distributed at both ABA (American Bus Association) in Louisville and the NY Times Travel Show (consumer show in NYC), both at the end of this month.
  - The site map for the [www.ThisIsCooperstown](http://www.ThisIsCooperstown) website rebuild was finalized.
  - Part 2 of the NYS Matching Funds application for 2019 has been submitted.
  - Winter photo shoot (weather dependent, need snow) rescheduled for early February.
  - Ad placement in Forbes Magazine after I Love NY reached out.
  - Attended the Agricultural Implementation Committee at the Cornell Cooperative Extension in reference to Agri-tourism.
  - Attended the Economic Development and Sustainability meetings, talked of programming, new website capabilities and the idea of a local film commission.
  - Met with Mayor Ellen Tillapaugh to familiarize with the impending Village of Cooperstown grants.
  - Met with the Otsego County IGA Committee Work Plan Group to fill them in on DMCOC programming for 2019.
  - DMCOC 2019 Partner Program is unofficially closed. Level 4 and Seasonal Partners are still welcome to join.
  - Partner Income Budget was projected for \$108k and we are currently at \$136,750.
  - Landing Pages including the 2019 DMCOC Partners are currently being updated.
  - Gathering all financial data to send to auditors.
  - Sent out the invitation for the first Tourism Round Table for 2019 DMCOC Partners on February 6, 2019 at 8:30 am at the Otesaga. The goal is to provide the opportunity for Partner connection with hopes of creating opportunities like packaging to make the visitor experience that much easier to plan.
  - Invite for a Partner Intake call sent to all 2019 DMCOC Partners to properly assess their individual challenges and expectations.
  
- **New Business**
  - Sponsorship discussion for MANY (Museum Association of New York) conference coming to Cooperstown April 7-9, 2019. Ken Meifert motioned the DMCOC sponsor name badges for the MANY conference, Matt Hazzard seconded and the motion passed unanimously.
  - The website rebuild was originally quoted as a \$40k project by BBG&G without the intended plug-in features (interactive map for all DMCOC Members, an Event Calendar and the ADA [American Disability Act] Compliance). Discussion ensued. Ken Meifert motioned to approve spending up to an additional \$15k for all three said plug-ins, with contingency on details pertaining to costs beyond year one, Bill Michaels seconded. The motion passed unanimously.
  - An [Events submission form](#) for those with a Google account and another [form for those without a Google account](#) for tourism businesses of Otsego County was created for all DMCOC *Members* (any

business within Otsego County in the tourism industry) qualify to have their event added to [www.ThisIsCooperstown/events](http://www.ThisIsCooperstown/events) .

- Bill Michaels announced that the Cooperstown Beverage Trail, a Level 4 DMCOC 2019 Partner, introduced the new President, Brad Carso of Pail Shop Vineyards and Tasting Room. The Trail now has 9 members including Red Shed Brewery, the newest member.
- The Baseball Hall of Fame will announce 2019 Inductees on January 22, 2019. Cross agency collaboration for marketing discussion ensued.

- **Old Business**

- None.

- **Next DMCOC Meeting**

- Thursday, March 14, 2019 at 2:00pm at Jordan Cottage.

Matt Hazzard motioned to adjourn the meeting, Jim Miles seconded and the motion passed unanimously.

Meeting adjourned.