

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, March 14, 2019

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

Attending:

Jim Miles, Chair

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Camilla Morris, Secretary

Meg Kennedy

Hope Kabir

Todd Kenyon

Matt Hazzard

Mark Mosconi

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent: None.

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

• **Chairman's Report by Jim Miles**

- 2018 Annual Report will be presented at the County Administration Committee Meeting on 3/25/19.
- *AllTheRooms analytics* is a tool that could help in identifying all the VRBO and HomeAway properties in Otsego County. Discussion ensued.
- Bill Michaels suggested Suzanne Hasbrouck Olson of Red Shed Brewing as a new Board Member. Jim and Cassandra plan to reach out to her prior to the next meeting.
- DMCOC Staffing possibilities in the future; add a part time employee capable of bringing some of the tasks currently being outsourced, in-house. Discussion ensued.

• **January 10, 2019 Minutes**

- Bill Michaels motioned to approve 1/10/19 Minutes, Ken Meifert seconded and the motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- 2019 actuals not yet reflected as they are still being entered.
- 2018 actuals through the end of the year are reflected.
- Budget reflected approved at the last meeting.
- Account updates were made to the Marketing and Promotion expenses according to how BBG&G are billing for ease of matching the information going forward.
- Matt Hazzard motioned to approve the Financial Report, Cam Morris seconded and the motion passed unanimously.

• **Executive Director's Report**

- January 2019 Overview by BBG&G shows that snowmobiling is a popular search on our website.
- Received much positive feedback about the new lure piece cover.
- The website rebuild is coming along and should launch by May.
- Attended ABA (Louisville, KY with 54 appointments) and Heartland (Detroit, MI with 24 appointments) Marketplaces in January and February. Haunted Tours for the motorcoach industry is a hot ticket. We are developing a new haunted itinerary to share for follow up.

- Work with BBG&G to manage acquisition of CrowdRiff content, new User Generated Content (UGC) platform.
 - Submitted Matching Funds Claim for payment form Empire State Development. First quarter bed tax is deposited and funds moved to the Matching Funds bank account.
 - Attended first quarter NYS Destination Marketing Organization (DMO) meeting in Albany in conjunction with tourism Industry Coalition, New York State Hospitality and Tourism Association (NYSHTA), and Tourism Advisory Council for Tourism Action Day – met with legislators to remind them of the importance of continued tourism funding.
 - Conducted a winter photo shoot. Now scheduling arrangements with BBG&B for summer shoot.
 - We continue to conduct Intake phone calls with Partners and receiving very good feedback from doing so. Opening lines of communication.
 - Attended Family Farm Day planning meeting with David Cox of Cornell Cooperative Extension to help encourage overnight stays.
 - Presented to Richfield Springs Chamber of Commerce and Milford on our programming.
 - Attended the Induction Weekend Planning Committee for initial breakout of committees. DMCOC will monitor the actions of the Parking/Traffic Committee in order to convey the correct information to visitors.
 - We created a Google doc to help fill all the beds we know are available in the county for Induction weekend and shared it with the chambers.
 - Attended the Oneonta City meeting with the announcement of DRI Fund allocation.
 - Met with Trampoline, marketing firm that Oneonta hired to establish brand identity and went through an individual Focus Group exercise.
 - Attended the Philadelphia Flower Show with New York's Best Experiences.
 - Held our first Tourism Round Table. Takeaways were that Partners want to learn how to build a package and itineraries. A two-part Partner workshop underway.
 - DMCOC audit is underway.
 - Marketing Committee reviewed the Marketing Plan. Targeting Chicago based on last year analytics, and adding Rochester/Buffalo NE Pennsylvania and the Toronto/Montreal for digital marketing.
- **New Business**
 - Matt Hazard's last day as the Executive Director of the Cooperstown Chamber of Commerce will be April 5, 2019. The Chamber Board is discussing changing their role to become more of a visitor's bureau. Visitor's bureau vs. Cooperstown Welcome Center discussion ensued.
 - Tara Burke will be the new Cooperstown Chamber of Commerce Executive Director and will be filling Matt's seat on the DMCOC Board.
- **Old Business**
 - None.
- **Next DMCOC Meeting**
 - Thursday, May 9, 2019 is the regularly scheduled meeting and is being moved to the following week May 16, 2019 at 2:00pm at Jordan Cottage.

Matt Hazzard motioned to adjourn the meeting, Cam Morris seconded and the motion passed unanimously.

Meeting adjourned.