

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Directors Meeting Minutes
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

Tara Burke

Suzanne Olson

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent: Todd Kenyon and Mark Mosconi.

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

• **Chairman’s Report by Jim Miles**

- Introduction of new board member, Tara Burke.
- STR Report (through March) review and explanation an overall positive trend for the Upstate New York Area. The STR Report is available for all New York Hospitality Association members.
- All the Rooms is a new service that provides a quarterly report including Airbnb, Home Away and VRBO Listings, Rates and volume of business. This report will be shared with the County Treasurer’s office in order to follow up on.
- Positive feedback from the Otsego County Board of Representatives, Otsego County Admin and IGA with regard to the 3-year contract (2020, 2021 and 2022) for the DMCOC to continue as the County Tourism Promotion Agency (TPA). Awaiting the full Board approval, earmarked for August/September timeframe.
- Schoharie County Request For Proposal due by May 31, 2019. Discussion ensued.
- Cam Morris motioned that the board is interested in pursuing filling out the RFP to have the DMCOC become the TPA for Schoharie County contingent upon the Executive Committee to finesse the final details. Bill Michaels seconded and the motion passed unanimously.

• **March 14, 2019 Minutes**

- Bill Michaels motioned to approve 3/14/19 Minutes, Ken Meifert seconded and the motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- A clean audit was completed with only one recommendation to number the accounts.
- 990 and audit shows strong financial position.
- Meg Kennedy motioned to approve the 2018 audit, Cam Morris seconded and the motion passed unanimously.
- 2019 Financial Statement reviewed and discussion ensued.
- Bill Michaels motioned to approve the 2018 Financial Report, Cam Morris seconded and the motion passed unanimously.

• **Executive Director’s Report**

- Property visits continue.

- Facebook LIVE has been popular when we can get together with the business owners for a tour or exciting event.
 - Scheduling a photo shoot for June 27th & 28th with both adults and families in mind.
 - Packaging Workshop held for Partners to help drive the collaboration of business owners to create ease of purchase for visitors, especially during the winter shoulder season with the end goal being increased winter visitation.
 - Joined the “New York State Sherpa” (Josiah Brown) of *New York’s Best Experiences* in training sessions for both Central New York and Mohawk Valley Regional Welcome Centers.
 - Conducted an Instagram contest to increase following. Great success. Prizes were donated by DMCOOC Partners.
 - UGC (User Generated Content, Crowdriff) is proving a successful venture in acquiring great imagery #WeGoOtsego.
 - Worked with Ellen Pope, Otsego 2000 and BBG&G for our blog post highlighting our key Historic Districts in Otsego County and shared with the corresponding Historians.
 - Digital Report: Click thru rate increase for our ads which proves the SEO is working. The site shows an increase of 9.78% when the industry standard 4.68%.
 - Our page on the new County website needs updating
 - Will be attending the Simpleview Summit for official training 5/20/19 -5/24/19.
 - Joined the Induction Weekend Parking Committee.
 - Brochure distribution continues with increased demand.
- **Marketing Committee Report – by Bill Michaels**
 - The Regional Brochure Exchange was successfully held at Red Shed Brewery. Oneida County will be holding an exchange that the staff will be attending on 6/4/19.
 - The new website is under review with launch date slated for 6/1/19.
- **New Business**
 - Central New York Cheese Trail (Madison, Oneida and Herkimer County) approached the DMCOOC for partnership. The buy-in would include a link out from CNYCheeseTrail.com to ThisIsCooperstown.com and CNYFresh.com (our regional food and beverage promotion) and printed rack cards will include all TPA’s supporting the project. Cheeseries can buy in for \$200.00.
 - Ken Motioned to support the Central New York Cheese Trail with \$1000.00 DMO buy-in, Tara Burke seconded and the motion passed unanimously.
 - Film Commission funding and staff discussion ensued. The matter was tabled for further future consideration.
- **Old Business**
 - None.
- **Next DMCOOC Meeting**
 - Thursday, July 11, 2019 at 2:00pm at Jordan Cottage – 20 Chestnut Street, Cooperstown, NY 13326.

Meg Kennedy motioned to adjourn the meeting, Suzanne Olson seconded and the motion passed unanimously.

Meeting adjourned.