

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

**Board of Directors Meeting Minutes**

**Thursday, July 11, 2019**

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

**Attending:**

Jim Miles, Chair

Tara Burke

Bill Michaels, Vice Chair

Suzanne Olson

Ken Meifert, Treasurer

Todd Kenyon

Camilla Morris, Secretary

Mark Mosconi

Meg Kennedy

Cassandra Harrington, DMCOC – Executive Director

**Absent:** Hope Kabir and Jacqueline White, DMCOC – Executive Assistant

**Chair, Jim Miles called the *Regular Board Meeting* to order at 2:04 pm**

• **Chairman's Report by Jim Miles**

- STR Report (through April 2019) review
- AllTheRoom May 2019 report reviewed

• **May 16, 2019 Minutes**

- Bill Michaels motioned to approve 5/16/19 Minutes, Mark Mosconi seconded and the motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- Partner Program revenue is up over last year, which can be allocated to the extra cost of the new website. Overall, great financial standing.
- Cam Morris motioned to approve the Financial Report through June 2019, Meg Kennedy seconded and the motion passed unanimously.

• **Schoharie County Update**

- Presentation to Schoharie County went well. They've requested an early start, October 1st. DMCOC Board proposed that we offer to start on November or December 1, for a lump sum dedicated to the initial website rebuild, followed by a 2 year contract at \$150,000/year or 90% of what is collected, whichever is greater. They chose not to make a presentation to the Schoharie County Board of Supervisors on 7/19, and to wait until August, giving us more time to prepare.

• **Executive Director's Report**

- Property visits continue.
- Launched revised ThisIsCooperstown.com on Monday June 3rd. Participated in virtual training on how to use the CMS
- Conducted/directed 2-day summer photo shoot with BBG&G. Coordinated volunteer models to save cost on talent. Went through NY State Parks approval system, including a COI for the shoot
- Continuously working with travel bloggers, writers, influencers
  - Hosted The Working Mom's Travels, finalizing plans for Matt Mextzer of Matador for Induction, finalizing plans for hired photographer for Induction Weekend, finalizing plans for Norah Pritchard of Willowcrest Lane for weekend of 7/27

- Facilitated a meeting with Hyde Hall, Cooperstown Candlelight Ghost Tours and TFM to help coordinate cross-promotion
  - Coordinating the details for more social media giveaways to boost following
  - Promotion of the CNY Cheese Trail, added link to the footer of our website, participating in a FAM tour with CNY region and meeting with guest writer Theresa St. John on 7/13 for dinner in Little Falls
  - Developed timeline with BBG&S for the 2020 Partner Program and Lure Piece development
  - Met with lure piece cover illustrator to discuss licensing. Purchased perpetual use of cover art as well as the design of social media cover photos using the same artistic elements
  - Spoke with a Lifetime TV producer of Globetrotter Television about doing a Cooperstown segment. Cost was \$59k for a 7-minute segment and he wanted to come for Induction weekend. We passed.
  - Working with design agency, Trampoline, to amp up the Oneonta presence on ThisIsCooperstown.com.
  - Set up a meeting later this month with Mayor Herzig to discuss more ways to promote Oneonta
- **Marketing Committee Report – by Bill Michaels**
    - 2019 Marketing budget has been allocated. Opportunities continue to arise and they are being reviewed for potential for 2020. Looking to experiment with *Carvertise*, advertising via wrapped rideshare vehicles in select markets. Board recommended Philadelphia and northern NJ.
- **New Business**
    - None.
- **Old Business**
    - None.
- **Next DMCOC Meeting**
    - Thursday, September 12, 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.