

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Directors Meeting Minutes
Thursday, September 12, 2019
2 - 4pm at the National Baseball Hall of Fame, 25 Main Street, Cooperstown NY 13326

Attending:

Jim Miles, Chair

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Camilla Morris, Secretary

Meg Kennedy

Hope Kabir

Tara Burke

Todd Kenyon

Mark Mosconi

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent: Suzanne Olson

Chair, Jim Miles called the *Regular Board Meeting* to order at 2:08 pm

• **Chairman’s Report by Jim Miles**

- Waiting on full county report through August from Smith Travel Research.
- STR Report for this June indicates .4% occupancy decrease in the Upstate New York area while other areas in the state experience higher decreases, when compared to June 2018.
- *All The Rooms* report indicates the total market supply went up 32% while occupancy went down only 11%. Occupancy Tax Revenue for the county will be up.
- Airbnb [article](#) reports how the Albany-Saratoga region has skyrocketed monetarily with the growing popularity of non-traditional accommodation bookings. Study has not taken place in Otsego County.
- Total bed tax collected in 2017-2018 indicates the marketing budget from Otsego County will be \$602k, up from \$587k.
- Schoharie County – Contract is a 2-year, 2-month contract to begin on November 1, 2019. Paying DMCOC \$25k up-front to operate November and December. \$150k per year, each year of the contract or 90% of what is collected, whichever is greater.
- Monthly accounting reports and audits will be supplied.
- 3 Schoharie County, tourism related business owners will be considered for the DMCOC Board.
- Schoharie has a contract with Airbnb and receives a quarterly check without a list of who is paying the occupancy tax.
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• **March 14, 2019 Minutes**

- Ken Meifert motioned to approve 7/11/19 Minutes, Cam Morris seconded, and the motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- Actuals through August and year end projections
- Revenue remains up due to private partner investment
- Over budget on some marketing and promotion, which was approved by the board earlier in the year.
- Residual income projected to be about \$21k, about \$5 better than what we had projected in the budget.

- Cash flow is projected to maintain at about a \$150k cushion.
- Bill Michaels motioned to approve the 2019 Financial Statement, Todd Kenyon seconded, and the motion passed unanimously.

- **Executive Director's Report**
 - Hosted a few travel writers including one over Induction Weekend who was able to share photo assets with us.
 - NYSTIA will be presenting DMCOOC with the Excellence in Tourism award for Marketing at the County Level - Effort Over \$500k.
 - Met with Mayor Herzig who has agreed to share any and all the digital assets acquired by the current agency of record, Trampoline, to help better promote Oneonta.
 - Beekman 1802 Harvest Festival in Historic Sharon Springs will have Otsego County presence; DMCOOC, Oneonta and the Farmers' Museum.
 - Agritourism seems the niche market best fit for Schoharie county.
 - Carvertize campaign in Philadelphia, 2 cars for 3 months. Building out a social media contest for those who share photos of the cars.
 - Met with Brewery Ommegang's new PR firm, Bread & Butter to establish cohesive marketing plan.
 - Building out social media ad campaign for Glimmerglass Film Days to help boost overnights in November.
 - Set up account with OneGROup Risk Management Center to conduct mandatory training like Anti-Harassment.
 - Editing the Employee Handbook.
 - Digital campaign synopsis for July shows that we gained over 2k new followers in July alone and nearly 10k in 2019.

- **Marketing Committee Report – by Bill Michaels**
 - 2019 Partner Program survey was sent out with decent response.
 - 2020 Partner Program Roll-out will be presented at the Clark Sports Center on November 7, 2019 at 8:30am.

- **New Business**
 - Looking to hire one, full-time position as the Schoharie County Travel Trade Manager and one part-time Administrative Assistant. The current Executive Assistant position held by Jacqueline White will be renamed Otsego County Travel Trade Manager. Discussion about duties ensued.
 - E-Learning opportunity that Cayuga County launched in 2018. An online training program that is customizable by those building it. Training would be focused on area assets for frontline staff in hospitality. Discussion ensued. Board agreed to pass on the opportunity for now.
 - HGTV will be filming again Beach front Bargain Hunters. Bill Michaels suggested Susan Hunt would be a great spokesperson for the area.
 - HBO to shoot new series in Otsego County but no solid plans as of yet.
 - Drafted 2020 Board meeting schedule. Meeting places to be determined.

- **Old Business**
 - None.

Co-Chair, Ken Meifert called Executive Session to order. Salaries were discussed.

- **Next DMCOC Meeting**

- Thursday, November 14, 2019 at 2:00pm. Meeting place will be at the National Baseball Hall of Fame.

Bill Michaels motioned to adjourn the meeting, Todd Kenyon seconded, and the motion passed unanimously.

Meeting adjourned.