

**Destination Marketing Corporation for Otsego County (DMCOC)
Board of Directors Annual Meeting Minutes - Thursday, January 9, 2020
2 to 4 pm, Courtyard Marriott, Oneonta, NY**

Attending:

Jim Miles, Former Chair
Ken Meifert, Chairman
John Shideler, Treasurer
Alicia Terry, Secretary
Meg Kennedy
Maureen Lodes
Tara Burke
Hope Kabir
Suzanne Olson

Mark Mosconi
Kerrie Tandle
Marcy Birch
Cassandra Harrington, DMCOC – Executive Director
Laiken Whittredge, DMCOC – Administrative
Assistant

Absent: Camilla Morris, Vice-Chair & April Islip

Chair, Jim Miles called the *Annual Meeting* to order at 2:15 pm

- 2020 Board of Directors Officers to be elected: Ken Meifert – Chairman, Camilla Morris - Vice-Chair, John Shideler – Treasurer, Alicia Terry – Secretary.
 - Meg Kennedy motioned to accept the whole slate of officers.
 - Tara Burke seconded.
 - Motion passed unanimously.

- 2020 Board of Directors Members
 - Schoharie County members were approved in the November meeting.
 - Otsego County members were elected through an e-ballot.
 - Ken Meifert motioned to accept the listing of board members.
 - Mark Mosconi seconded.
 - Motion passed unanimously.

Annual Meeting adjourned.

Chair, Ken Meifert, called the *Board Meeting* to order at 2:20pm

- **Chairman’s Report by Ken Meifert**
 - Nothing formal to report.

- **November, 14, 2019 Minutes**
 - John Shideler motioned to approve minutes.
 - Tara Burke seconded.
 - Motion passed unanimously.

- **Financial Statement – by Ken Meifert**
 - Change to the budget layout: DMCOC Overall Statement, and separate statements for Otsego County and Schoharie County.

- Combining administrative expenses, but keeping marketing budgets separate for each county, ensuring that both the Occupancy Tax and Matching Funds income stays within the respective county.
- End of year statement from 2019 for Otsego County. Schoharie County has a separate statement for the remainder of 2019 and will be incorporated into the entire DMC budget for 2020.
 - Exceeded revenue expectations due to the success of the Partner Program.
 - Overage in marketing & advertising, due to taking advantage of some marketing opportunities. Cash reserve and increased revenue made this possible.
 - Alicia Terry motioned to accept financial statement.
 - Meg Kennedy seconded.
 - Passed unanimously.
- **Members signed Conflict of Interest forms for our yearly audit.**
- **Update on Office Activities – Cassandra Harrington**
 - Working on a FAM tour, taking place in September of 2020. Personally inviting tour operators with a focus on building relationships with tour operators to bring more tours to the area.
 - 49 scheduled appointments at ABA, most of the appointments are mutual.
 - Closed out of 2019 with \$154,000 in income with the Partner program, up from \$90,000 in 2017. Many previous partners increased their level and new partners were added this year.
 - Cooperstown & Otsego County Instagram won a Platinum AVA Award. Highest ranked award in the competition. Other winners include Pepsi, Hilton, Benefit Cosmetics.
 - Featured in the 25 Best Small Towns in America, on MSN Lifestyle. We were the only NYS destination listed.
 - Matador Network articles: 25 Coolest Towns in America & 9 Small Towns that Look Just Like A Hallmark Christmas Movie.
 - 2020 guides are at the printer, awaiting final proofs. Plans are to print 35,000 copies like last year.
 - Matching funds application submitted for both Otsego County & Schoharie County.
 - Attended joint Otsego County & Schoharie County chamber of commerce Business After Hours at Grapevine Farms in Cobleskill.
 - Working with Schoharie Economic Enterprise Corporation (SEEC) lodging forum. Hosting a Lodging Prosperity panel at American Hotel at the end of January on successful lodging.
 - Met with Allan and Nicole at Beekman 1802 office in Schenectady to discuss their events.
 - Toured SUNY Cobleskill and their agriculture department. Talked with Jason Evans about their Carriage House, which is a café on campus, and their Taste NY stations. Exploring adding an Information Center, which could be student staffed.
- **Otsego Co. Marketing Committee Report – Cassandra Harrington**
 - Marketing Committee meeting on Friday, January 17, 2020.
 - Discussing changes with marketing budget at Marketing Committee meeting.
 - Considering moving our social media promotion from BBG+G to Paperkite in Cooperstown. Content will be more timely because they are local.
 - BBG+G will continue to help us with our digital ads as well as our website.
 - Otsego County deadline for listing updates for ILNY.com for the end of the month.
- **Schoharie Co. Marketing Committee Report – Cassandra Harrington**

- Site map for the Schoharie County website was approved. Launch date set for April 20, 2020.
- Erynne Ansel-McCabe (Schoharie County Travel Trade Manager) has been diligent in collecting information for Schoharie County tourism businesses to help update the website.

- **New Business**
 - Discussion about importance of ILNY.com/tourism state funding and the need to spread the word that tourism is the state's 4th largest employer. Local taxes payed by tourists are saving \$1,100 per household in Otsego County and \$588 in Schoharie County
 - February 11th & 12th the NYS DMO Association is advocating for continued funding.
 - Clarification on our funding through bed tax with the proposed change to tax rate in Otsego County: Our contract states that we collect 30% of the current 4% collected. If the tax rate is increased we will not share in additional revenue. Our current contract runs through 2022.
 - Information session for anyone who collects the occupancy tax will be held at the Hartwick Town Office on January 21st, 2020.

- **Old Business**
 - None.

- **Next DMCOOC Meeting**
 - Thursday, March 12th, 2020 at 2:00pm. Meeting place will be at the National Baseball Hall of Fame in Cooperstown.

Mark motioned to adjourn meeting.

John seconded.

Motion approved unanimously.

Meeting adjourned at 3:13pm.