

**Destination Marketing Corporation (DMC)
Board of Directors Meeting Minutes - Thursday, July 9, 2020**

APPROVED AT September MEETING

2 to 3 pm, Zoom Conference

Attending:

Ken Meifert, Chairman

Camilla Morris, Vice-Chair

Alicia Terry, Secretary

Maureen Lodes

Tara Burke

Mark Mosconi

Meg Kennedy

Kerrie Tandle

Cassandra Harrington, DMCOOC – Executive Director

Jacqueline White, DMCOOC – Travel Trade Manager

Absent: Marcy Birch, April Islip, Laiken Whittredge,

Chair, Ken Meifert, called the Board Meeting to order at 2:05pm

• **Chairman’s Report by Ken Meifert**

- 6/26/20 Otsego County entered Phase 4 of the NYS Reopening plan.
- Visitor compliance was a major concern leading up to Phase 4 but has been outstanding.
- NYS travel bans began mid-June and created yet another hurdle for tourism marketing.

• **May 14th, 2020 Minutes**

- Cam Morris motioned to approve minutes.
- Alicia Terry seconded.
- Motion passed unanimously.

• **Financial Statement – by Ken Meifert**

- Occupancy tax disbursement from Otsego County cut by 15% due to COVID-19
- Private Partner Investment for 2020 is in flux until the board agrees on how to move forward.
- NYS Matching Funds is currently included in the budget with no guarantee that the \$63k will be received.
- Moving forward, planning to reduce the budget and current reserves will help keep DMC in good standing to continue work.
- Motion to approve the Financial Statement.
 - Mark Mosconi motioned to accept financial statement.
 - Cam Morris seconded.
 - Motion passed unanimously.

• **Director’s Report – Cassandra Harrington – Otsego County**

- Launched first paid ad campaign via Paperkite (social) mid-June. Highlights outdoor recreation, open air dining, and followed up on retargeting lodging ads.
- “Work from home – HERE” campaign finalized to run simultaneously with above mentioned campaign through the end of July.
- Hosted Travel Writer, Lisa Cameron – AdventuresInFamilyhood.com 7/17/20 – 7/19/20 who stayed in a cabin donated by Cooperstown KOA. Outdoor recreation and family-fun focus.
- Finalized e-newsletter announcing reopening of Level 1 DMCOOC Partner Attractions.
- Responded to significant quantity of media pitches from Finn Partners/ILNY and via HARO.

- Added trails and itineraries to Outdoor Active plug-in on ThisIsCooperstown.com.
- Continue to send daily COVID-19 updates from Ostroff Associates to everyone in the tourism database.
- Monitor consumer sentiment surveys for consideration in planning for future promotion efforts – Close to Home, Road trips, outdoor recreation, dog-friendly, last-minute travel.
- “The Real MVPs” Series - a black and white photo series campaign for social media.
- 2020 Lure Travel Guide won the APEX AWARD for publication Excellence.
- New blogs: “Work from home, HERE!”, “The Real MVPs Series”, “Experience Cooperstown & Otsego County From the Comfort of Your Own Home”.
- Added “COVID19 Update” text box to every listing on ThisIsCooperstown.com.

Schoharie County

- Interview with Times Journal to announce tourism promotion has restarted.
- Second part of Phase-3 reopening plan in response to COVID – encouraging safe travel.
- Continued “Front Porch Friday” photo series, highlighting business owners in a black and white photo with a short story or blurb about the business.
- Generated
 - Itineraries: “Schoharie County Tasting Trail”
 - Blog posts: “Ice Cream Stands, Galore!”, “Kid-Friendly Fun”, “Outdoor Activities in Schoharie County”, “Revolutionary War, Schoharie County”.
- Coordinated distribution of travel guides requested from VisitSchoharieCounty.com, Haunted History Trail of NYS, Great getaways leads and local distribution to tourism businesses.
- Created and sent a video and written tutorial for the businesses on how-to use VisitSchoharieCounty.com event calendar.
- Co-hosted PSA/Q&A Zoom call with Schoharie County government giving businesses and residents the chance to ask questions to Dr. Amy of the DOH, County government and Mohawk Valley representatives.
- “SchoCo Promise” developed by the SchoCo Forward: Business Reopening /Recovery Task Force
- Added “COVID19 Update” text box to every listing on VisitSchoharieCounty.com.
- Co-coordinated Schoharie County Beverage Trail meeting of members with SEEC to discuss funding, promotion and organizational goals.
- SEEC resiliency fund \$2500 grant approved for a social media promotion.

- **New Business**

- None

- **Old Business**

- None.

- **Next DMCOC Meeting**

- Thursday, September 10, 2020 at 2:00pm. Zoom Meeting.

Mark Mosconi motioned to adjourn meeting.

Alicia Terry seconded.

Motion approved unanimously.

Meeting adjourned at 2:42pm.