

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Director's Meeting Minutes
Thursday, May 12, 2016
2:00pm – 3:30pm
Jordan Cottage

In Attendance:

Jim Miles (Chair)
Ken Meifert (Treasurer)
Camilla Morris (Secretary)
Todd Kenyon
Matt Hazzard
Bob Holt
Barbara Ann Heegan
Deb Taylor (Ex Officio)
Jane McCoy (Recording Secretary)

Absent:

Bill Michaels (Vice Chair)
Kathy Clark
Hope Kabir

Chairman Jim Miles called the meeting to order.

Agenda Items:

1. Approval of Minutes – **The minutes from the March 10, 2016 meeting were approved unanimously.**
2. Financial Statement –
 - a. Treasurer Ken Meifert distributed and reviewed the Profit & Loss Statement for April 2016 noting that the DMCOC was in good financial standing for the first quarter of 2016. The loss that is currently showing for April should turn into a profit as the year progresses. **The Profit and Loss Statement for April was unanimously approved.**
 - b. The results of the 2015 Audit were also distributed and reviewed. Jim Miles explained that the audit was considered a “*clean audit*” meaning that it is considered favorable with only small adjustments suggested. Ken Meifert agreed and was happy with the audit results. **The results of the draft audit were unanimously approved.** Once the final audit is received, bound copies will be sent to each board member.
3. Metrics – Jim Miles distributed the STR Report for Otsego County noting that Occupancy is up 16.5%, and Average Daily Rate (ADR) is up 1.37% for the first quarter. Encouraging news. Jim also noted that he gave a similar presentation to the attendees of the New York State Hospitality & Tourism Association (NYSHTA) Breakfast on May 6, 2016.

4. AdWorkshop 2015 Year-End Campaign Review –

- a. Jim Miles distributed the End-of-Year Campaign Report from AdWorkshop while briefly touching on the highlights of the report.
- b. Jim Miles also distributed copies of the final 2016 Area Guide noting that it has gone to press. Board Members expressed how stunning the photography and layout is. It was noted that presence in the guide is a partner benefit.

5. IGA Committee Presentation on April 18, 2016 – Jim Miles and Ken Meifert gave a brief summary of the last IGA meeting. In all it was a pleasant meeting. Jim Miles went over the Power Point presentation with the Committee (previously distributed) and summarized the intention to broaden inclusivity within the county. Any questions that had come up during the Committee Meeting were addressed immediately and Jim responded to the Committee Chair (copy of email distributed).

In follow-up to this meeting Jim Miles received a call from Joe Mahoney with The Daily Star who summarized Jim's Power Point presentation and IGA Chair Craig Gelbsman's thoughts in an article appearing on Saturday, April 30, 2016.

6. DMCOC Contract Proposal –

- a. Jim Miles and Ken Meifert went over the contract negotiations with the County. At this time the IGA Committee has the DMCOC proposal. Discussions have centered on inclusivity rather than the contract negotiations. Now that County wide inclusivity has been addressed, Ken expects to appear before the IGA Committee on Monday, May 16, 2016 asking the Committee to consider our proposal. Ken distributed a spreadsheet with three financial options to be considered. It was decided that Secretary Camilla Morris and Board Member Matt Hazzard will accompany Ken to the meeting in support.

b. Possible Timeline –

- i. Fourth IGA Committee Meeting in June
- ii. Administrative Committee Meeting in July
- iii. Second Administrative Meeting in August
- iv. Full County Board presentation and vote in September

7. Other Business – Deb gave an Office Update noting the Trade Shows/Association Meetings attended and Travel Writers hosted. The updating of our website continues with roughly 150-200 responses from weekly rentals received. An estimated 300+ events have been added since the last Board Meeting.

There being no other business to discuss, the meeting was adjourned.

Respectfully submitted,

Jane McCoy