

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, May 10, 2018

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

Attending:

Bill Michaels, Vice Chair

Camilla Morris, Secretary

Ken Meifert, Treasurer

Todd Kenyon

Matt Hazzard

Hope Kabir

Ed Cox

Bob Holt

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent:

Jim Miles, Chair and Meg Kennedy

Treasurer Ken Meifert called the meeting to order at 2:02 pm

- **Chairman's Report by Ken Meifert, on behalf of Jim Miles**
 - BBG&G has taken on the full roll of our new ad agency. The transition from Adworkshop to BBG&G has been a challenge but is nearly wrapped up.
 - The New York State Tourism Industry Association Conference (NYSTIA Conference) was well attended and the DMCOC won an ad placement in the Albany Times Union's *Upstate* magazine, Travel Edition.
 - The DMCOC hosted the first Tourism Summit (open to all tourism related businesses) on 5/9/18 at the Baseball Hall of Fame. Having Kelly Blazosky representing the Central New York Region and Ross Levi, the Executive Director of ILoveNY helped demonstrate the hierarchy of partnership in the tourism industry, state-wide. The event was a real success and we hope to continue hosting such an event in the future.
- **March 15, 2018 Minutes**
 - Bill Michaels motioned to approve 3/15/18 Minutes, Bob Holt seconded and the motion passed unanimously.
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- **Financial Statement**
 - Presented the 2017 Audit. Confirmed that we have an audit done every year for transparency.
 - Cam Morris motioned to approve the report, Matt Hazzard seconded and the motioned passed unanimously.
- **Executive Director's Report**
 - 2018 Partner Program has successfully increased and we are now up to 44 partners, exceeding the income budget.
 - Cassandra & Jacqueline continue to meet and visit member/partners from across the county to build relationships.
 - Future 2018 Travel shows to attend: NY By Rail Penn Station Travel Show 5/16 and the Travel Media Showcase 9/11-14 in Niagara Falls and TBEX in Corning 9/11-13.

- DMCOOC will be hosting 6 TBEX writers for an overnight post conference FAM tour specifically geared toward beer, per their request. For more information on TBEX click [here](#).
 - ThisIsCooperstown and ILoveNY Simpleview integration is underway for the LISTINGS portion of the website. The State underestimated the amount of time it would take to get everyone integrated as originally planned. The Events Calendar on ThisIsCooperstown website is not a part of the integration. ALL events must be added individually to each entity.
 - BBG&G sent email surveys out to consumers and local accommodations to determine who the DMCOOC customers truly is, for optimized marketing efforts. 864 consumers and 14 lodgers returned the survey so far. The survey will be open for a couple more months.
 - Jacqueline spoke of her experience at the I Love NY Summer Media Marketplace in NYC, on behalf of CNY. Media contacts established
- **New Business**
 - None
- **Old Business**
 - Ed Cox reminded everyone that we're still seeking a couple board members.
 - The Great Race will not be making a stop in Cooperstown this year after the organizer had discussions with the county.
 - Matt Hazzard is in the process of securing a 2400 car lot for use south of Cooperstown on Route 28 for parking on Induction Weekend – the Cooperstown Chamber is helping coordinate
 - Cassandra reminded everyone that signed Conflict of Interest forms are needed. Will bring them next meeting.
- **Next DMCOOC Meeting**
 - Thursday, July 12, 2018 at 2:00pm at Jordan Cottage.

Matt Hazzard motioned to adjourn the meeting, Cam Morris seconded and the motion passed unanimously.

Meeting adjourned.