

Destination Marketing Corporation for Otsego County (DMCOC)

Board of Directors Meeting Minutes

Thursday, September 27, 2018

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

Attending:

Jim Miles, Chair

Bill Michaels, Vice Chair

Ken Meifert, Treasurer

Camilla Morris, Secretary

Todd Kenyon

Matt Hazzard

Ed Cox

Cassandra Harrington, DMCOC – Executive Director

Jacqueline White, DMCOC – Executive Assistant

Absent:

Meg Kennedy, Hope Kabir, Bob Holt.

Chair, Jim Miles called the meeting to order at 2:02 pm

- **Chairman's Report by Jim Miles**
 - Brief review of the County Tourism Summary for IGA Committee Meeting that took place on 8/14/18.
 - Continued review of STR Report showing annual trends from 2012 – 2018 which reflects only reporting hotels in Otsego County covering Occupancy, ADR, RevPAR, Supply, Demand and Revenue.
 - Trends continue to show that occupancy is slightly down while prices have increased.
 - Discussion ensued about the seemingly state-wide trend that August is looking like a long-term-trouble trend for attractions. Schools, sports, where holidays fall and family travel have great impact on tourism and the trends.
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- **July 12, 2018 Minutes**
 - Ken Meifert motioned to approve 7/12/18 Minutes, Matt Hazzard seconded and the motion passed unanimously.
- **Financial Statement – by Ken Meifert** looking at the remaining months of this business year
 - Increased the marketing budget out of cash reserve at the beginning of the year
 - The County finalized the 2017 bed tax at \$587k which means an increase from last year.
 - Matt Hazzard motioned to accept the Treasurer's Report, Cam Morris seconded and the motion passed unanimously.
- **Executive Director's Report**
 - Ask for an additional, immediate Intern or part time position to help build the email database in order for our office to communicate more efficiently to all tourism entities. Discussion ensued.
 - Ed Cox motioned to approve adding a temporary, part-time position to complete data entry at up to \$13.00/hour, for up to 160 hours, Todd Kenyon seconded and the motion passed unanimously.
 - All payments for the 2018 Partner Program have been received.

- ThisIsCooperstown.com redesign budget by BBG&G discussion ensued. Ken Meifert motioned up to \$25k in advance spending for redesign of the new website to launch in 2019, Ed Cox seconded and the motion passed unanimously.
- Attended TBEX (Travel Blogger Exchange) in Corning, NY where we had 48 appointments with travel bloggers interested in visiting our area to create written content for their blogs, magazines and other platforms and about 75% of them have already been in touch to make arrangements to visit.
- Lure piece/brochure print needs to increase for 2019.
- DMCOCC met with both Cooperstown and Otsego County Chambers to brainstorm joint programming, possibly related to a cohesive map.
- DMCOCC team continues to go on site visits to tourism entities throughout the county.
- The Visitor Survey previously issued reflected the need to include shopping on ThisIsCooperstown website and promotional efforts. Jacqueline has been and continues to introduce the DMCOCC to area retailers and add them to the website as they get her the proper information.
- 2019 Partner Program details have been drafted and the **Partner Enrollment Presentation and 2018 Re-cap** is scheduled for **Wednesday, 11/14/18 at the Clark Sport Center at 8:30am.**
- Previously, the DMCOCC has NOT applied for the max amount for Part 1 of the New York State Matching Funds. This year we did apply for the max and believe it will be approved.
- Suggested itineraries are being finalized for the website and to use at upcoming travel shows.
- House Hunters has been and will be filming in Cooperstown this weekend.
- Google Adwords SEM (Search Engine Marketing) for August reflects about 8% increase since August of 2017.
- Social Media ads (Facebook and Instagram) have had the highest CTR's (Click Thru Rate), with the exception of the SEM. They have served over one million impressions in August, and have driven over 20,000 website clicks. Social Media is a very important marketing tool for any and all businesses.
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- **New Business**
 - None.
- **Old Business**
 - None.
- **Next DMCOCC Meeting**
 - Thursday, November 15, 2018 at 2:00pm at Jordan Cottage.

Ed Cox motioned to adjourn the meeting, Ken Meifert seconded and the motion passed unanimously.

Meeting adjourned.