

**Destination Marketing Corporation for Otsego County (DMCOC)**  
**Board of Director's Meeting Minutes**  
**Thursday, January 12, 2017**  
**2:00pm to 3:30pm**  
**Jordan Cottage**

**In Attendance:**

Jim Miles (Chair)  
Bill Michaels (Vice Chair)  
Ken Meifert (Treasurer)  
Matt Hazzard  
Bob Holt  
Hope Kabir  
Todd Kenyon  
Barbara Ann Heegan  
Deb Taylor (Ex Officio)  
Jane McCoy (Recording Secretary)  
Otsego County Representative Meg Kennedy (Guest)

**Absent:**

Kathy Clark  
Camilla Morris

1. Jim Miles called the meeting to order.
2. Chairman's Report:
  - a. Jim Miles reported that the contract between the DMCOC and the County of Otsego has been signed.
  - b. Jim Miles shared the most recent STR Report for Otsego County (November 2016). The report showed strong occupancy, increased revenue although rates were flat from last year.
  - c. Jim then passed out a synopsis of Otsego County Treasurer Dan Crowell's presentation to the Cooperstown Rotary regarding the County's 2017 Budget. Also included in this presentation were highlights of the 2015 Bed Tax Collection.
  - d. Lastly Jim handed out information from Arrivalist, Real Time Marketing. The Board was asked to look over this information for a discussion at a future meeting.
  - e. Jim then introduced Meg Kennedy from the Otsego County Board of Representatives who was attending the meeting as she now chairs the Intergovernmental Committee (IGA).
3. Approval of Minutes: **The minutes from the meeting of November 10, 2016 were unanimously approved.**
4. Financial Statement: Ken Meifert distributed the Profit & Loss Statement for December 2016 noting a Net Income of \$32,241. The Board discussed the possible spend of an additional \$10,000 to \$15,000 towards marketing. It was decided to see how well the recently-approved increased spend (November 2016 vote) performs before making this decision. **The Financial Statements for December 2016 were unanimously approved.**

5. Partner Program: Deb Taylor distributed the 2017 Partner Listing highlighting the 17 new partners that have joined the program for a total of 41 partners. Two partners moved up to Level One. There was also one returning partner from 2015. A “Go-To-Meeting” was held in December to welcome the new partners and give instruction on how to maximize their listing. This was well received and will be repeated on a regular basis. Matt Hazzard noted that he encourages his members to invest in the DMCOOC.
6. AdWorkshop/Marketing Campaign Update:
  - a. Deb Taylor advised the Board that Sara Jacobi has resigned from AdWorkshop and a search is on for her replacement. In the interim, Dave Conlan will be handling our account. Deb did note that Sara has left the DMCOOC in good shape. It was suggested by the Board, that Deb ask Dave Conlan what the plan and timing is for Sara’s replacement.
  - b. Deb was pleased to advise that the content for the 2017 Travel Guide has been laid out and should be complete by the end of February.
  - c. Also nearing completion is the E-Blast Schedule for 2017.
  - d. Deb shared analytics for the Fan Favorite campaign noting that it had 26,000 views in 30 days. Also of note is that @GoCooperstown picked up 510 new followers during that campaign.
7. Update on Office Activities: Deb Taylor distributed the Office Report summarizing upcoming travel and trade shows. Of note is an upcoming meeting being held in Cooperstown on International Hospitality Training (February 15), a Pre-NY Times Travel Writer FAM (January 25 – 26), and a regional Path Through History initiative, which is on-going.
8. Otsego Chamber of Commerce Presentation: Barbara Ann Heegan distributed the results from the November Tourism Roundtable. Discussions at this meeting centered around a.) What attracts people to our area, b.) How to develop a shoulder season and c.) Suggestions on partnering ideas.
9. New Business:
  - a. Barbara Ann Heegan and Ken Meifert gave an update on the Downtown Revitalization Initiative. Discussion centered on a proposed Craft Food Hub, Food & Beverage Innovation Center and Transportation Hub.
  - b. Matt Hazzard updated the Board on Cooperstown Chamber of Commerce activities noting that he has met with Dr. David Brower from SUNY Delhi. Dr. Brower will be helping Matt put together Hospitality Training for March. Matt noted that the project is a good one for collaboration among the chambers and DMCOOC. More information will be shared as it becomes available.
  - c. 2017 Audit: The Board was advised that the annual audit has begun for 2016. Conflict of Interest forms were distributed and signed. Results of the audit will be shared with the Board when available.

With no other business to discuss, the meeting concluded at 3:30pm. The next meeting will be held on Thursday, March 9, 2017, 2pm at Jordan Cottage.

Respectfully submitted,

Jane McCoy