

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Director's Meeting Minutes
Thursday, July 14, 2016
2:00pm – 3:30pm
Jordan Cottage

In Attendance:

Jim Miles (Chair)
Bill Michaels (Vice Chair)
Ken Meifert (Treasurer)
Camilla Morris (Secretary)
Hope Kabir
Matt Hazard
Barbara Ann Heegan
Deb Taylor (Ex Officio)
Jane McCoy (Recording Secretary)

Absent:

Todd Kenyon
Bob Holt
Kathy Clark

Chairman Jim Miles called the meeting to order.

Agenda Items:

1. Introduction of new AdWorkshop Team: Tim Kelleher, the new owner of AdWorkshop introduced himself along with Dave Conlan and Account Representative Sara Jacobi.
2. Approval of Minutes: **The minutes from the May 12, 2016 were approved unanimously.**
3. Financial Statement: Treasurer Ken Meifert distributed and reviewed the Profit & Loss Statement for June 2016 noting \$17,560 in Market Research that was approved earlier this year may put us over budget however all other line items are on target. Lottery Expense was also added as an encumbered line item. There was question as to why Partner Investment was down. (Several lodging partners dropped from Level One to Level Two; one Level One didn't sign up again.) It was decided to talk more about Partner Benefits at the fall meeting. **The Profit and Loss Statement for June was unanimously approved.**

Bound copies of the 2015 Audit were distributed to all attendees.

4. Metrics: Jim Miles distributed key portions of his presentation to the Otsego County Board. This presentation showed significant improvement in hotel occupancy in the shoulder seasons, noting that there is also room for growth in July and August. There is a substantial increase in occupancy for Otsego County (13.8%) in 2016 vs. 2015 for the first five months of the year. Other counties in NYS have seen slow growth or a decrease.

Deb Taylor also shared the Tourism Performance Report for 2015 (supplied by Empire State Development/study done by Tourism Economics) for Otsego County noting that the Governor will announce the final Report at the Adirondack Challenge, July 17. Traveler Spend is up. It was noted that 3,427 jobs in Otsego County depend on Tourism.

5. Update on County Contract Negotiations: Jim Miles gave a summary of the Otsego County Board Meeting from July 6, 2016. As a result, the DMCOB will present to the IGA Committee on July 18, 2016. Tentatively scheduled for the Administrative Committee on July 20, 2016 and the full Board of Representatives on August 3, 2016. The DMCOB Board of Directors will be updated after each meeting. A copy of the new proposed contract (three year) was distributed to all.
6. Administrative Report: Deb Taylor distributed the Administrative Report noting that we had several Travel Writers in June and July. Our photo shoot of area towns is ongoing. A Meeting Planner FAM Tour is being planned for September with the Greater Oneonta Hotel Coalition.
7. There being no other business to discuss, the meeting was adjourned. The next meeting will be held on Thursday, September 8, 2016 at 2pm.

Respectfully Submitted,

Jane McCoy