

**Destination Marketing Corporation for Otsego County (DMCOC)**  
**Board of Director's Meeting Minutes (DRAFT)**  
**Thursday, March 9, 2017**  
**2pm to 3:30pm**  
**Jordan Cottage**

**In Attendance:**

Jim Miles (Chair)  
Bill Michaels (Vice Chair)  
Ken Meifert (Treasurer)  
Camilla Morris (Secretary)  
Bob Holt  
Hope Kabir  
Todd Kenyon  
Ed Cox  
Deb Taylor (Ex Officio)  
Jane McCoy (Recording Secretary)  
Otsego County Representative Meg Kennedy (Guest)

**Absent:**

Kathy Clark  
Matt Hazzard

1. Jim Miles opened the meeting by welcoming new Board member Edwin Cox, General Manager of the Holiday Inn Express in Cooperstown. Ed joins the Board representing the Otsego County Chamber of Commerce and replaces Barbara Ann Heegan. The Board joined Jim Miles in welcoming Ed. Also welcomed was Meg Kennedy, Otsego County Representative and IGA Chair.
2. Chairman's Report:
  - a. Jim Miles distributed two charts, *Occupancy by Year* and *2017 Occupancy by Week* for Otsego County noting that occupancy is again, trending up. The also showed that 2016 ended with a 1.3% increase over 2015 in occupancy. Both occupancy and rate are strong for 2017 to date.
  - b. Arrivalist – Jim Miles shared his thoughts that perhaps the Board may want to revisit this topic in the future.
  - c. RLB Marketing – Jim discussed a second opportunity that may benefit Otsego County. A proposal from RLB was passed out with the request for all to review. Jim stressed the need to look to the future and believes this will facilitate growth in overnight stays and group business.

3. Approval of Minutes: **The minutes from the meeting of January 12, 2017 were unanimously approved.**
  
4. Financial Statement:
  - a. Ken Meifert distributed the Profit and Loss Statement for February 2017 noting that the DMCOC is in good financial standing. **The Financial Statements for February 2017 were unanimously approved.**
  - b. Ken advised the Board that the audit has commenced and should be completed by the time the Board convenes in May 2017.
  
5. AdWorkshop Update:
  - a. Deb Taylor advised that AdWorkshop has hired a new Account Executive. Plans are in place for Taylor Rao to attend the May Board meeting.
  - b. The lure piece has been approved by ILOVENY. The DMCOC Travel Guide Committee will meet to look at the final copy when ready. Deb questioned whether to continue with the planned run of 25,000 as ILNY is switching their Gateway Centers to Taste of NY, with no brochure distribution. *The Board advised to continue with 25,000 copies.*
  - c. Landing pages have been completed and will be reviewed shortly. These will be launched with the new campaign on April 1. A draft media plan will be emailed soon along with banner ad prototypes to go with the new campaign.
  - d. Deb discussed the Board and staffing changes at Central New York. Ken Meifert commiserated that the loss of Kelly Blazosky as Chair is a great one as she is a well-respected advocate for our area.
  - e. Office activities were discussed including trade and consumer shows attended, and Simpleview implementation.
  
6. New Business: Bill Michaels brought the Stihl Timbersports Professional Northeast Qualifier to the Board's attention, hoping this will be an annual event for Cherry Valley. Meg Kennedy suggested that they apply for a Community Events Grant.

With no other business to discuss, the meeting concluded at 3:30pm. The next meeting will be held on Thursday, May 11, 2017, 2pm at Jordan Cottage.

Respectfully submitted,

Jane McCoy