

**Destination Marketing Corporation for Otsego County
Board of Director's Meeting Minutes
Thursday, May 11, 2017 – approved unanimously, July 13, 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
Ed Cox
Meg Kennedy
Deb Taylor (EX Officio)
Jane McCoy (Recording Secretary)

Absent:

Matt Hazzard
Todd Kenyon

1. Jim Miles opened the meeting by officially welcoming Otsego County Representative Meg Kennedy to the Board. Meg takes Kathy Clark's seat on the Board.
2. Chairman's Report:
 - a. Jim Miles gave a recap of the NYSHTA Legislative Reception stating that it was well attended. At the reception, Jim summarized Otsego County Treasurer Dan Crowell's statement that the final 2016 Bed Tax amount was \$1.84 million which represents a 6% increase over 2015. First quarter 2017 is \$114,000, which is also an increase over first quarter 2016. AirBnB collections represented \$13,000 of the total first quarter collections. Jim also spoke of the most recent STR report which shows Occupancy and Rev Par are up.
3. Approval of Minutes: **The minutes from the meeting of March 9, 2017 were unanimously approved.**
4. Financial Statements:
 - a. Ken Meifert distributed the Profit and Loss Statement from April 2017 noting that the DMCOOC continues to be in good financial standing. There was one question regarding a \$ - 1,147 line item in March. This represents a credit received for the most recent International Hospitality Training Seminar. **The financial statement for April 2017 was unanimously approved.**
 - b. Ken Meifert distributed the final Audit for 2016. After discussion, **the audit for 2016 was unanimously approved.**

5. Adworkshop Update:
 - a. Deb Taylor distributed the 2016 End of Year Campaign Report.
 - b. The Travel Guide arrived on May 3rd and is already in use. 25,000 were printed. As NYS will no longer stock these at their centers, Deb will look at other avenues of distribution.
 - c. Deb distributed the 2017 Media Performance to date.
 - i. Deb distributed samples of the new Banner Ads. Adworkshop has been instructed to reduce the HTML5 Banner Ad to one (1). Spotify (radio) spots will be carefully monitored to track effectiveness. Deb has asked the team to look at the possibility of TV ads on streaming services as this is trackable.
 - ii. The new Landing Pages were not ready for the rollout of the 2017 Campaign. So as not to miss spring break vacationers, Deb asked the team to update the current pages for use until the new pages are ready.
 - iii. The number of travel writers are down for 2017. This practice is trending to use of "influencers", who will write blogs and on-line articles as opposed to traditional media/articles. Deb is looking into this trend with the team.
 - d. Deb also discussed changes that are being made to the website. These changes will make the site more user friendly.
 - i. The Lodging Page will change to move vacation rental listings under respective accommodation managers. Those without an accommodation manager will remain on the lodging page as individual listings.
 - ii. The team is in the process of making changes to present partners in proper order, based on their investment levels.
 - iii. Work continues on the Content Hub/Community Pages and cross promotion.
6. Office Activities: Deb gave an update on Office Activities since the last Board Meeting.
7. New Business:
 - a. Ad Agencies: Due to recent turnover at AdWorkshop and a feeling of "loss of focus", it was decided to revisit the other finalists from the last agency RFP. These are ABC Creative and BBG&G. Deb will reach out to the counties that use these agencies and get their thoughts. Deb will also provide Jim with a list of issues so that he can have a conversation with AdWorkshop. Deb will contact the two agencies and ask them for a proposal. It is hoped that both agencies can pitch to the Board on the same day and a decision can be made by late summer.
 - b. Otsego Outdoors: New website is up. Do they allow a link to our website? Deb to follow up.
8. Old Business:
 - a. Arrivalist: It was decided to table the use of Arrivalist for now, but keep them in mind as the DMCOG grows.
 - b. Break the Ice: Some interest from the Board. Can possibly use in the next few years.
 - c. RLB Marketing: Again, interest from the Board. Will discuss again to see if a meeting should be set up for late summer.

There being no other business to discuss, the meeting concluded at 3:30pm. The next meeting will be held on Thursday, July 13, 2017, 2pm at Jordan Cottage.

Respectfully submitted,

Jane McCoy