

**Destination Marketing Corporation for Otsego County (DMCOC)**  
**Board of Director's Meeting Minutes**  
**Thursday, November 10, 2016**  
**2:00pm -3:30pm**  
**Jordan Cottage**

**In Attendance:**

Jim Miles (Chair)  
Bill Michaels (Vice Chair)  
Ken Meifert (Treasurer)  
Camilla Morris (Secretary)  
Matt Hazzard  
Bob Holt  
Deb Taylor (Ex Officio)  
Jane McCoy (Recording Secretary)

**Absent:**

Hope Kabir  
Todd Kenyon  
Barbara Ann Heegan  
Kathy Clark

1. Jim Miles called the meeting to order.
2. Approval of Minutes: **The minutes from the meeting of September 8, 2016 were unanimously approved.**
3. Financial Statement: Ken Meifert distributed the Profit & Loss Statement for October, 2016 noting that the DMCOC is in good financial standing. **The Profit & Loss Statement for October, 2016 was unanimously approved.**
4. 2017 Budget: Ken Meifert also distributed the Proposed Budget for 2017. Of note is a new line item "Direct Placements" (ad placements by staff including, but not limited to CONY, NY by Rail). Bed Tax funding and Partner Investment show increases due to the new contract with the County and additional private partners respectively. Travel Guide expense has been increased in 2017 due to a larger quantity being printed. **The Budget for 2017 was approved unanimously.**
5. Status of Contract with Otsego County: Jim Miles gave an update on the status of the contract with Otsego County. Two changes requested by the county have been added. Jim signed and submitted the contract to the County. We are awaiting a signature.
6. 2017 Media Plan: Sara Jacobi from AdWorkshop joined the meeting to discuss the 2017 Media Plan. Noting that monies previously spent in geo-fencing will now go toward a storytelling

strategy, the 2017 spend remains flat from 2016. Sara also discussed how additional monies could be invested. Options include:

- a. Improved Content on Landing Pages: Redesigning landing pages to make them more engaging. Ideally this investment would expand the reach of ThisIsCooperstown.com.
- b. Virtual Reality Campaign: Creating 360° videos used in conjunction with Google Cardboards.
- c. Additional Media Spend/Non-Traditional: Advertising on Connected TV and Reddit.
- d. Increase in Traditional Spend for Banner Ad Placements: Increase our existing plan.

After some discussion it was agreed to spend \$20,000 to improve the landing pages of ThisIsCooperstown.com and an additional \$10,000 to increase our traditional spend for banner ad placements. These changes to the media plan are reflected in the approved 2017 budget.

7. Update on DMCOC Office Activities: Deb Taylor gave a brief overview of Office Activities since the last BOD Meeting. Highlights include training in Simpleview, a well-attended Marketing Meeting bringing 10 new partners in our program, assistance with film projects and 5 travel writers visiting our area.
8. 2017 DMCOC Board Meeting Dates: The Board approved meeting dates for 2017. These are: January 12, March 9, May 11, July 13, September 14 and November 9, 2017.
9. Other Business: Camilla Morris expressed appreciation to the DMCOC Staff for helping with the Bus Association of New York State (BANYS) conference. The conference was successful and will most likely be held in Cooperstown again.

There being no other business to discuss the meeting was adjourned. The next meeting will be held on Thursday, January 12, 2017 at 2pm, Jordan Cottage.

Respectfully submitted,

Jane McCoy