

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Director's Meeting Minutes
Thursday, September 8, 2016
2:00pm – 4:00pm
Jordan Cottage

In Attendance:

Jim Miles (Chair)
Bill Michaels (Vice Chair)
Ken Meifert (Treasurer)
Camilla Morris (Secretary)
Matt Hazzard
Bob Holt
Todd Kenyon
Kathy Clark
Barbara Ann Heegan (via telephone)
Deb Taylor (Ex Officio)
Jane McCoy (Recording Secretary)

Absent:

Hope Kabir

1. Jim Miles Called the meeting to order
2. Approval of Minutes: **The minutes from the meeting of July 14, 2016 were unanimously approved.**
3. Financial Statement: Jim Miles distributed the Profit & Loss Statement for August 2016 noting the revised forecast for September through December. Ken Meifert explained that revenue is projected to be \$3,145 over budget versus the lost that was previously forecast. Ken further explained that the DMCOC has accomplished all that was planned and more. Deb Taylor discussed how she is using local photographer Gerry Raymonda instead of AdWorkshop, thereby reducing expenses. **The financial statements for August were approved unanimously.**
4. Update on Status of County Contract: Jim Miles passed out copies of the proposed contract and Resolution 243-20160803 which passed at the last Otsego County Board of Representative Meeting. Kathy Clark noted that the proposed contract will be reviewed by IGA on Friday, September 9, 2016 and she expects that it will pass. It was agreed that approved minutes will be posted on the County website as a .pdf document
5. Update on high level DMCOC office activities: Deb Taylor gave the Executive Office Report highlighting recent travel writers and upcoming FAM Tours to the area. Included in the report are two recent articles from travel writers in high level publications.

Deb advised the Board that we will have two buses of Tour Operators, mostly international, and one bus of Group Leaders in Cooperstown on Monday, September 12, 2016 for FAM Tours. This is sponsored by CNY Region/Visit Syracuse.

Training for SimpleView will take place for Jane and Deb on October 17 through 19, 2016 at Mohawk Valley Community College.

Deb also noted that the next round of Comprehensive Funding Applications (CFA) will be due in June 2017. Is the DMCOC interested in submitting an application? Discussion centered on coordinating efforts within major assets so as not to compete with each other. It was suggested that an ongoing project would be best as a CFA is very labor intensive. It was decided to table the discussion for now and add it to the agenda for the next meeting.

6. 2017 Programming:

Sara Jacobi from AdWorkshop joined the meeting to discuss the 2017 proposed Partner Program and the 2017 proposed Media Plan. Sara explained additions to the Partner Program are an article/storytelling piece for Level One partners, and changes in our digital outreach (social media). A document has been prepared to walk partners through how to log in to the website to make changes. Jim Miles suggested the Board think about a possible Level Four Partner Program for small businesses.

Sara and Ben (via telephone) from AdWorkshop then went over the proposed Media Plan for 2017. Categories are the same as 2016. The biggest change is no there's Branding component. These monies were reallocated to all five campaigns based on 2016 performance and Spotify has been added this year as it is no longer a closed market. Spotify's performance was questioned and will be revisited in the next version of the 2017 Media Plan. Questions were brought up regarding retargeting; has it been effective? The answer was yes, however we have ground to make up. Can we retarget off of partner websites (place a pixel)? This will be researched and presented with the revised 2017 Media Plan. Todd Kenyon and Ken Meifert will send monthly visit information to Deb and AdWorkshop to research. Discussion followed on how to have an interactive component of the E-Blast.

Marketing Committee Meeting: Scheduled for October 12, 2016 at Foothills Performing Arts & Civic Center.

Regatta Travel: The Board had a brief discussion regarding Regatta Travel, a reservation system used by the Cooperstown Chamber. While Matt reported positive results, it was agreed that the DMCOC not take on another project such as Regatta until the Simpleview transition is complete.

7. Mohawk Valley Geographic Information Systems: Jim Miles discussed a meeting he and Jane attended with Linda Rockwood, proprietor of Mohawk Valley Geographic Information Systems. It was noted that this project has potential, however we do not want to duplicate what another program may be producing. It was agreed that the DMCOC should collaborate with other entities on this project. Interns are a possibility as geotagging is a lengthy project.
8. There being no other business to discuss the meeting was adjourned. The next meeting will be held on Thursday, November 10, 2016 at 2pm, Jordan Cottage.

Respectfully submitted,

Jane McCoy