

Destination Marketing Corporation for Otsego County (DMCOC)
Board of Directors Meeting Minutes
Thursday, July 13, 2017
2 to 4 pm, Otesaga Resort Hotel

Attending:

Jim Miles, Chair, (Otesaga Resort Hotel)
Ken Meifert, Treasurer (National Baseball Hall of Fame)
Camilla Morris, Secretary (Hale Transportation, Oneonta)
Bob Holt (Railroad Ave Inn, Cooperstown)
Hope Kabir (Hampton Inn Oneonta)
Ed Cox (Otsego County Chamber of Commerce)
Margaret Kennedy (Chair, IGA, Otsego County Board of Representatives)
Matt Hazzard (Executive Director, Cooperstown Chamber of Commerce)
Todd Kenyon (Marketing Director, The Farmers' Museum/Fenimore Art Museum)
Deb Taylor (Ex Officio) – Executive Director/Recording Secretary

Absent:

Bill Michaels, Vice Chair, Fly Creek Cider Mill & Orchard (Fall ILNY media event on behalf of the DMCOC)

Chair Jim Miles called the meeting to order at 2 pm

- Tim Kelleher, president of AdWorkshop, and Brandon Mallory, Media Director. Presentation of creative/analytics
 - Television ads
 - Banner ads
 - Re-target/geo-target review
 - Social media campaign
 - Program analytics to June 2017

May 11 minutes – unanimously approved

Financial Statements, June 2017 – unanimously approved

Executive Session: discussion of staffing issues

Review: Executive Director's Report

New Business:

Matt Hazzard/NYS High School baseball tournaments in Cooperstown/Oneonta, 2018

Old Business:

None

Next DMCOC Meeting, Thursday, September 14, 2017

Adjourn