

Minutes of the Regular Meeting of the Board

Regional Office of Sustainable Tourism/Lake Placid Convention & Visitors Bureau

August 13, 2013, ROOST Board Room

The regular meeting was called to order without a quorum at 5:37 pm on August 13, 2013 by Ed Finnerty. Mike called the meeting to order with a quorum at 5:53pm.

There was a quorum of 8 members.

Present: Bob Hockert, Justin Smith, Deb McLean, Mike Beglin, Charlie Cowan, Maryanne Hawley, Cristina Lussi (via conference), Ed Finnerty

*Staff-*James McKenna, Carol Joannette, Kim Rielly

Guest- John Huttlinger

Excused Absence: Beth Hill, Jamie Rogers, Jill Cardinale, Tim Garrison, Kate Fish, Sharon Piper, Deb Fitts

1. Adoption of amended Agenda

Mike Beglin asked for a motion to approve the amended agenda.

Motion: Mike Beglin made a motion to approve the agenda as presented.
Second-Ed Finnerty. Adopted unanimously.

2. Approval of Minutes

Mike Beglin asked for a motion to approve the April minutes.
Defer until next month after resend to Board.

3. John Huttlinger provided overview of 990 Financials/Audit (due 8/15). Board members were given the opportunity to ask questions.

Members asked John to change the word "business" to "destination" in the mission statement. There will also be a review of cash on hand at the end of the season to make a determination of what to do with reserves.

John will come back to the Board in 90 days to determine if suggested changes in the Audit have been made.

Motion: Ed Finnerty made a motion that upon completion and finalization of the 990, the Treasurer is authorized to sign and John to file.
Seconded-Justin Smith. Adopted unanimously.

4. CEO Report

There was discussion to encourage the Town of North Elba Board to develop a master plan for the Lacrosse fields. James provided a review of lacrosse, IMLP and the Horse Shows. He suggested that Jeff Edwards with WTC be invited to speak to the Board regarding events.

Bob Hockert provided a review of the Bike Fest.

5. Treasurers' Report

Refer to John Huttlinger's report for details.

Charlie Cowan reviewed Occupancy Tax report-July financials look good.

6. Marketing Report

Carol reviewed web stats.

7. Committees

No reports.

8. Regional Reports

No reports.

9. Open Business

Bylaw change complete.

Maryanne will Chair the Nominating Committee. Bob and Mike will participate. New Board members will be solicited for Schroon Lake and Saranac Lake. Nominees need to be presented in the 1st week of November and passed at the October meeting.

Annual Meeting to be Chaired by Bob Hockert, will meet after summer rush.

Next regular Board meetings to be broadcast to general membership:

October 8

November 12

10. Adjournment

*Motion: Ed Finnerty made a motion to adjourn the meeting.
Second- Charlie Cowan. Approved unanimously.*

Minutes submitted by-Kathy Pfohl

CEO Report August 2013

Occupancy Tax Collections

Through June we have received \$643,711.14 which is 95% of total collections. This represents an increase of 9% over 2012, 10% increase over the 5 year average and a 6% increase over the first six months of 2008 which was the previous record for the first half of the year.

Smith Travel Research (STR Report)

The STR destination report provides lodging statistics by month for Essex County. 61% of available rooms in Essex County provide information for this report. Through June year-to-date occupancy was 48.6%; up 1.4%. June occupancy was 60.8%; up 1.5%. ADR (average daily rate) was \$133.63 year-to-date; up 5.5% and \$140.57 for June up 3.5%.

RevPAR (revenue per available room) was up 6.9% to \$64.91 year-to-date and up 5.1% for June at \$85.17.

Through June supply (rooms available) was equal to 2012 but we will show a about a 5% increase for the balance of the year with the opening of the 97 room Hampton Inn and Suites in Lake Placid.

Adirondack Challenge

We were one of the lead organizations (along with Hamilton County) in the staging of this event. We coordinated the involvement of the Hudson River Professional Outfitters Association (rafting companies), the Adirondack Watershed Alliance (flat-water race), Placid Productions, and ORDA. We worked directly with Empire State Development, I Love NY, DEC, State Police and the Executive Chamber. The event was a marketing success and we expanded our relationships with Albany leadership and all other organizations involved. It will be annual event and the challenges will be expanded.

DEC Smart Growth

I have discussed with DEC the possibility of funding an effort for the Upper Hudson River Recreation Hub that would show ROI for Tourism Investment and then a plan tourism investment solicitation. As discussed at our strategic planning session our involvement would be contingent on new funding.

Ironman and LAX

All reports are that IM was a success and that the 2014 race is sold out. We continue to hear that Mont Tremblant is providing an IM experience that is outstanding.

Early reports on Summit Lacrosse indicate it is one of the few events that are producing a seven night stay and that it is spilling over into adjoining towns. We have heard the rumors that this event will be moving to Saratoga Springs...Not true. Saratoga Springs will be holding a 4th of July LAX event but it is not our annual event and the organizer has reviewed the event with me.

Saranac Lake New Hotels

I have been contacted by both of the hotel development groups and have provided market information and encouragement.

North Country Region Economic Development Council (NCREDC)

My work continues with the council. I am on the priority projects selection committee, executive committee and co-chair the plan implementation committee and the tourism development work group. The tourism development work group has produced a Tourism Destination Area Nomination Workbook which will be a guideline for communities and regions that want to expand their economies and quality of life through tourism.

ROOST Research

Many different organizations are using our research in evaluating Adirondack tourism, market potential and visitor wants and needs. It has put the organization in a tourism leadership position.

I Love NY 2012 Essex County Tourism “By the Numbers”

Traveler spending totaled \$1.2 billion in the Adirondack region in 2012. Essex county visitor spend was \$356.3 million in 2012 up 4.4% over 2011. Local taxes generated by visitors in 2012 equalled \$25.7 million in Essex County up 2.2% over 2011 and provided a tax savings per household of \$2,815. Labor income in Essex County through tourism was \$171.3 in 2012 and provide 5,768 jobs.