

Minutes of the Regular Meeting of the Board
Regional Office of Sustainable Tourism/Lake Placid Convention & Visitors Bureau
March 18, 2013, ROOST Board Room

The regular meeting was called to order at 5:32 pm on *March 18, 2013* by Mike Beglin. There was a quorum of 10 members.

Present: Mike Beglin, Cristina Lussi, Bob Hockert, Jill Cardinale, Beth Hill (via conference), Kate Fish, Jamie Rogers, Deb McLean, Deb Fitts, Ed Finnerty
*Staff-*James McKenna, Kathy Pfohl, Carol Joannette, Kim Rielly

Excused Absence: Sharon Piper, Tim Garrison, Charlie Cowan, Mary Ann Hawley, Justin Smith

1. Adoption of *amended* Agenda

Mike Beglin asked for a motion to approve the agenda.

Motion: Deb Fitts made a motion to approve the agenda as presented.
Second- Cristina Lussi. Adopted unanimously.

2. Approval of Minutes

Mike Beglin asked for a motion to approve the February minutes.

Motion: Jill Cardinale made a motion to approve the February minutes as presented.
Second- Deb Fitts. Approved unanimously.

3. CEO Report

ESWG 2103 ended up \$3700.00 in the black, will apply towards 2014 Games. IMLP, ROOST, ORDA working together to utilize Conference Center at Lake Placid for the event this year.

4. Treasurers Report

Occupancy tax collections new on the report as per Charlie Cowan. Attached.

5. Communications Report

Pew Research State of the Media Report as Kim Rielly referred to in her report: <http://stateofthedia.org/2013/overview-5/>

6. Committees

No report

7. Regional Reports

Beth Hill-TRA Meeting coming up to discuss workforce development partnerships. Fort Ticonderoga is conducting an Economic Impact Study this year. Plans are moving forward with the Destination Marketing Plan.

Bob Hockert-The main intersection of Wilmington is getting a facelift as Mel's Diner and the Holiday Lodge have been purchased and work has begun on the properties. Holiday Lodge will have a restaurant, retail and lodging facilities. The Mel's Diner location is remodeling the lodging portion of the property. All events have been scheduled for 2013 and planning is in process. An informal poll indicates that lodging properties are doing very well this season.

Kate Fish added that there is a Ribbon Cutting at the top of Whiteface on June 20th at 2:00pm to unveil new signage for the area.

8. Open Business

1. Saranac Lake MOU/Contracts

After discussion and report from Executive Committee, Mike Beglin asked for a motion to move forward with the SL MOU/Contracts as presented.

Motion: Cristina Lussi made a motion to approve the SL MOU, the contracts from the Village of Saranac Lake, Town of Harrietstown and the Saranac Lake Chamber of Commerce as presented.

Second: Jamie Rogers. 9 ayes, 1 nay

2. Bylaws Update

Postponed until April meeting.

9. New Business

Adirondack Health Golf Tournament Invitation-August 16 presented as request for Board participation. There was no interest.

10. Adjournment

Motion: Jill Cardinale made a motion to adjourn the meeting.

Second- Ed Finnerty. Approved unanimously.

Meeting adjourned at 6:55pm

Next Meeting: Tuesday, April 9, 2013 5:30pm ROOST Board Room

Minutes submitted by-Kathy Pfohl

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