

## Regular Meeting of the Board of Directors

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

Date: Tuesday, November 12, 2013

Time: 5:30pm

Location: ROOST Board Room

### *Mission Statement:*

*Regional Office of Sustainable Tourism is the destination marketing organization of Lake Placid and Essex County, leading economic growth through tourism.*

## AGENDA

1. Adoption of Agenda
2. Approval of Minutes
3. CEO Report
4. Treasurer Report
5. Marketing Report
6. Committees
7. Regional Report
8. Open Issues
  - Annual Dinner
  - Nominations
9. New Business
10. Adjournment

As of 1/23/13

### Standing Committees:

#### **Executive: Chair, Mike Beglin**

Ed Finnerty, Mike Beglin, Charlie Cowan, Deb Fitts

#### **Finance: Chair, Charlie Cowan**

Mike Beglin, Bob Hockert, Deb McLean

#### **Resource: Chair, Ed Finnerty**

Sharron Piper, Cris Lussi, Kate Fish, Jill Cardinale

#### **Governance: Jamie Rogers, Deb Fitts, MaryAnn Hawley**

## CEO Report November 2013

### Occupancy Tax collections and STR Report

September numbers are in and occupancy tax collections for September 2013 were 6.5% behind 2012 and 6% ahead of the 5 year average (2008 – 2012). Please note two points of interest: 1) the new hotel is reporting quarterly and not monthly and 2) the Essex County occupancy tax officer has informed me that there are some properties that are reporting later that he is in the process of collecting.

Year-to-date collections are running 7% ahead of 2012 and 13% ahead of the 5 year average (2008 – 2012).

The Smith Travel Report (STR) which now represents 62.5% of available lodging rooms in Essex County reports the following for September 2013 compared to September 2012. Occupancy up 1% (includes new hotel), ADR (average daily rate) down 4%, RevPAR (revenue per available room) down 3.1%, supply up 4.9% (97 new rooms), demand up 5.9% and revenue was up 1.7%.

Year-to-date: Occupancy up .9%, ADR up 4.1%, RevPAR up 5%, supply up 1.7%, demand up 26% and revenue up 6.8%.

### Saranac Lake Update

A five month update was given to our Saranac Lake stakeholders and seemed well accepted. The PowerPoint presentation was given and can be viewed at [www.roostadk.com](http://www.roostadk.com) click resources, then click research and scroll down to Saranac Lake Progress Report.

### Hamilton County

I have been invited to the Hamilton County Board of Supervisors meeting tomorrow (11/07/13) and I believe they will pass a resolution to contract with ROOST for tourism services beginning 1/1/14. We will develop a marketing plan before moving forward.

### Essex County Elections

Five new Supervisors were elected on 11/06/13. We will be reaching out to meet them over the next few months.

### Empire State Winter Games

We have moved forward in partnership with ORDA and others to raise the necessary funds and organization to again host this event. Dates: February 6 – 9, 2014.

### Lake Placid Horse Shows

As you are probably aware the horse show is expanding for an additional week (7/8 – 7/13) beginning in 2014.

### NCREDC

I will be participating (presenting) to the state assessment team on tourism programs when they do the evaluation of the North Country Regional Economic Development Council updated plan.