

Regular Meeting of the Board of Directors

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

Date: Tuesday, October 8, 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
 - Nominating Committee
 - Annual Meeting
9. New Business
10. Adjournment

As of 1/23/13

Standing Committees:

Executive: Chair, Justin Smith

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: Chair, Beth Hill

Jamie Rogers, Deb Fitts, MaryAnn Hawley

Minutes of the Regular Meeting of the Board
Regional Office of Sustainable Tourism/Lake Placid Convention & Visitors Bureau
October 9, 2013, ROOST Board Room

The regular meeting was called to order at 5:30 pm on *October 9, 2013* by Mike Beglin. There was a quorum of 11 members.

Present: Mike Beglin, Jill Cardinale, Bob Hockert, Mary Ann Hawley, Sharon Piper, Deb Fitts, Ed Finnerty, Kate Fish, Jamie Rogers, Cristina Lussi (via conference), Beth Hill
Staff-James McKenna, Kathy Pfohl

Excused Absence: Justin Smith, Tim Garrison, Deb Mclean

1. Adoption of Agenda

Mike Beglin asked for a motion to approve the agenda.

*Motion: Deb Fitts made a motion to approve the agenda as presented.
Second- Jamie Rogers. Adopted unanimously.*

2. Approval of Minutes

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

*Motion: Charlie Cowan made a motion to approve the August minutes with and amended oversight of "the date of meeting from February to August".
Second- Bob Hockert. Approved unanimously.*

3. CEO Report

Report discussed as provided, in addition:

1. Multiple listings committee was discussed regarding photo ads. A determination was made to move forward as usual with regard to current policy.
2. 2013 Draft Marketing Plan available at:
<http://www.roostadk.com/files/2013%20Marketing%20Plan.pdf>
3. James invited all to attend a Saranac Lake presentation in Harrietstown Town Hall
4. Rails to Trails was discussed. A determination was made to not take a stand on the issue either way but instead encourage DEC/DOT to make a decision on the future use of the Reman/Lake Placid travel corridor so all can move forward.

4. Treasurer's Report

Charlie reported that expense and revenue expectations are in line at this point of the year.

5. Marketing Report

James reported that Carol Joannette and Kim Rielly are attending the annual E-Tourism Conference in San Francisco. He indicated that this conference has proved to be a great resource.

6. Committees

No report.

7. Regional Reports

SCHROON-a new art gallery has been established called Giant Mountain Studios, Chamber office staff is out/may have to replace her position, Woods Lodge has submitted findings for its proposed 35 rooms w/restaurant & pool.

WILMINGTON-Uphill Foot Race numbers have been steadily declining/committee is looking in to options, WW100 very successful and growing/numbers were 450 this year, Chamber would like James to attend a meeting to discuss programs of ROOST and use of its resources.

TI- There is a bidder for the vacant Lowe's building, PRIDE co-op developing a Ti Arts Initiative, summer and fall business has been very good, the Fort purchased a shuttle/business up 10% in 3 years.

8. Open Business

Annual Meeting-The committee will meet to begin discussing options.

Nominating Committee-Those up for another term include Justin Smith, Jill Cardinale, Deb McLean, Charlie Cowan and Jamie Rogers. Mary Anne Hawley indicated that her term could be up.

9. New Business

After discussion regarding a main street concept for the business district:

Motion: Kate Fish made a motion to form a new committee called the Main St. Lake Placid Committee.

Second: Beth Hill. Approved unanimously.

Mary Ann Hawley and Mike Beglin will serve on this committee.

10. Adjournment

Motion: Beth Hill made a motion to adjourn the meeting at 7:15pm.

Second-Mary Anne Hawley. Approved unanimously.

CEO REPORT OCTOBER 2013

Occupancy statistics

We are in receipt of the August Smith Travel Research (STR report) Destination Report. This research, representing 62.5% of rooms (1303 of 2084 rooms) reflects the following information:

Year – to – date:

1. Occupancy	0.4% up
2. ADR (average daily rate)	5.7% up
3. RevPAR (revenue per available room)	6.1% up
4. Supply	1.3% up
5. Demand	1.7% up
6. Revenue	7.4% up

August

1. Occupancy	-2.1%
2. ADR	11.1% up
3. RevPAR	8.8% up
4. Supply	4.9% up
5. Demand	2.8% up
6. Revenue	14.2% up

August reflects the first full month of operation of the new Hampton Inn and Suites. Without the Hampton it could be argued that August occupancy was up 2.8%.

Occupancy Tax Collections (95%)

August 2013 collections were the highest collection month since the inception of the tax. We received \$433,374.81 which was 12% greater than 2012 and just under 22% greater than the five year average. If collections through the balance of the year equal 2012 we will end the year 2.5% ahead of projected budget.

We will be reviewing collections with the Essex County occupancy tax officer in the coming weeks.

Please keep in mind that all of the above reflect only indicators of the lodging industry. All other industries (retail, food and beverage, attraction, etc.) may or may not reflect these indicators.

Draft 2014 Marketing Plan

We have submitted the 2014 draft marketing plan to the county Board of Supervisors

Link: http://www.roostadk.com/files/public/2014_Sales__Marketing_Plan.pdf

DMAI Re-Accreditation

We have submitted for a 3 year re-accreditation to DMAI (Destination Marketing Association International). We are expecting to receive notification of approval/denial within 1 week. <http://www.destinationmarketing.org>

Saranac Lake

We will be giving a six-month update to all our Saranac Lake partners on October 16th at 6:30 pm...all are invited.

Will be discussing some new programming at the board meeting.