



ROOST Board Meeting
Tuesday, June 10, 2014

Board Attendees:

Mike Beglin	Sharon Piper	Ed Finnerty
Justin Smith	Sarah Wilson	Beth Hill
Charlie Cowan	Cristina Lussi	Deborah Fitts
Bob Hockert	Mary Anne Hawley	Melinda Little

Staff:

Jim McKenna
Carol Joannette
Kim Reilly
Kerry Shannon

Meeting called to order at 5:33 p.m. by Mike Beglin

I. Adoption of Agenda

Moved by Justin. Second by Beth. Unanimous.

II. Approve Minutes - conditional on adding attendance roster

Moved by Melinda. Second by Bob. Unanimous.

III. CEO Report

- Summary of TDA Workbook process
- Department Updates
- Occupancy Tax law renewed this year (every 3 years)
- Retail surveys are in progress
- Leisure Study
 - We have 10 years of data and use 5 year averages
 - 133,038 new trackable leads
 - 30,000 people sent survey, 2,900 respondents
 - Study available on www.roostadk.com
- Route 73 going to be paved
- Jim McKenna is not going to be on ORDA board
- GLOBAL NY - will get info on ORDA venues, and conditions of venues
 - Estimate \$21 million to get venues back up to competitive state
- USA Luge debating staying here or moving to Park City
- ADK Challenge will happen this year, may be a little more expanded (July 20)
- Tupper Lake is close to contract
 - Have some existing grant work (extra \$45,000)
 - Cali Brooks contacted Jim regarding a Destination Plan for Tupper Lake, she has a grant
- Jim spoke at NCREDC

- Discussed new destination hotel in Clayton (1000 Islands Harbor Hotel)
- Discussed Lake Placid Marathon & Half in June

IV. Treasurer Report

- Jim, Carol, Charlie, & Karen Meister went over financials together
 - Opportunity to discuss how we want to see things
- Karen has been working to catch up and been doing a great job
- Jim: we want to look at change in cost from moving internet in-house
- Justin: Why is there a huge variance in cash balance?
 - Some of it's money from Hamilton County
- Justin: What is the paragraph discussing disclosures about?
 - Addendum with total other current assets, language is standard
- Justin: Can we add an actual plus forecast? Would help management and future planning.

V. Marketing Report

- Carol's report shows how we've landed for 2011, 2012, 2013 with items we track, and what our projections are for 2014
- Kim's report includes most recent media clippings
- Kim has had a lot of writers visiting recently and has been very busy
- Jim: Group sales department is running into challenges with space availability in this complex
 - Cristina wants more detailed information on why groups decide to not come, why bids don't get submitted, etc.
- New ROOSTADK.com site, through Wordpress.
 - We will be able to sectionalize the regions

VI. Committees

- Nothing to report

VII. Regional Report

- Saranac Lake: roads in downtown in the middle of an overhaul, should be done by June 20; Hotel Saranac is coming along; old Dewdrop Inn should be sold soon
- Lake Champlain Region: TDA included 5 towns/communities working together; DMP update coming soon; Town of Ticonderoga Economic Development Committee has timeline of projects to submit to town board, which would set priorities
- Jim: Keene is grown over last few years, we'll be doing TDA with Keene/Elizabethtown/Lewis
 - Then Schroon Lake and Northern Lake Champlain Region
- Schroon Lake Region: New Executive Director, Patrick Siler; need marketing plan, can ROOST help with that? We will add it to our agenda for our next meeting in that region; Yellow Coach was sold and is being renovated
- Whiteface Region: Town has new signage which is all consistent; concerts at beach this year again; Randy Preston is looking at hamlet expansion which should help get major hotel and

waste water treatment; Memorial Highway coming along and the drainage issues are being dealt with first; new septic in castle; bridge work starts next year; gas station coming; work has begun at Mel's Diner again; there is some concern about the highway work and Bikefest; two-fly went well; Bikefest number's should be around 1000, Leadville registration is up and Uphill Registration is down (a lot of past racers have switched races); Leadville is predicting over 500 - 2nd only to The Leadville; there is a new bike shop, LeapOff

- No replacement yet for Tim in Lake Champlain Region
 - Possibly Diane O'Connor from the Adirondack History Center in Elizabethtown

VIII. Open Issues

- Ed is still working on revision of bylaws for the 501c3
 - List on next meeting's agenda
- Need new appointee to replace Tim for the Lake Champlain Region
 - List on next meeting's agenda

IX. New Business

- "Canadian French Marketing Initiative" Resolution
 - OBPA is up-fronting money
 - We will have to build plans
 - Complete more likely next year
 - Will take assets we have, translate for French Canadians, and market it.
- "I Eat, Play, Love Northern New York Blogger Contest" Resolution
 - Influential bloggers from Europe
 - PR subcontractor that works in UK and Netherlands
 - Will take place next June/July
- Empire State Winter Games Go Global CFA Resolution
 - We're submitting CFA for 2016
 - Turning ESWG into a weeklong event, get to go global, and include more venues from around the region.
- Vote to approve all resolutions.
 - Moved by Melinda. Seconded by Beth. All in favor
- Tupper Lake Contract
 - Executive Committee can endorse contract
 - Will distribute contract for review after we receive comments from Tupper Lake

X. Adjournment at 7:19 p.m.

- Moved by Beth. Seconded by Deborah. All in favor.

Next Meeting

Mike will email to set next meeting.