



ROOST Board Meeting
Tuesday, August 12, 2014

Board Attendees:

Mike Beglin
Charlie Cowan
Bob Hockert
Beth Hill

Jill Cardinale
Chris Ericson
MaryAnne Hawley
Cristina Lussi

Melinda Little
Kate Fish
Ed Finnerty

Staff:

Jim McKenna
Carol Joannette
Kim Rielly
Kerry Shannon

Prior to meeting, watched 3 videos from Cam Willis, Summer Employee

Meeting called to order at 5:44 p.m.

I. Adoption of Agenda

Moved by Cristina. Seconded by Beth. Unanimous.

II. Approve Minutes

Moved by Beth. Seconded by Charlie. All voted yes, with the exception of Jill, who abstained for not being at the last meeting.

III. CEO Report & Departmental Updates

- Overview of STR and Occupancy Tax collections
- NCREDC - Olympic Sites, looking for funding
- Departmental Updates
 - Note: Pamela Merritt's update missing from distributed update list
 - Ashley Andrews, Conference Sales & Service Manager, just passed her exam to become a Certified Meeting Planner (CMP)
 - Jill: In reference to Kim Andresen's update, what is the Nicola's small business website?
 - Jim: We have a program to inexpensively get a website running, any business is eligible, but the sites are small and simple.
 - Beth: In reference to Suzanne Maye's update, would like to see visitor numbers with a percentage or comparison from last year.
 - Ironman vouchers so far have 2,094 turned in from Keene, Wilmington, Lake Placid
 - Kerry and Jim been traveling still, and will be traveling through the Fall for more TDA meetings, and DMP meetings.
 - Tupper Lake and Hamilton County Marketing is one person

IV. Treasurer Report

- We are still working the bugs out
- Items on statement look strange but are there because of change in accounting, by year end it will look more normal
- Audit will start next week (Monday, August 18th)
- Equipment fixtures will be looked at
- Beth: Difference in income from last year is from Occupancy Tax revenue and matching funds?
 - New hotel, money in there from Hamilton County that was not there last year, and this report is not apples to apples - numbers from last year are to June, this year is to July.
- Charlie: We may be making some adjustments to the budget in regards to salaries and websites.

V. Marketing Report

- Websites are growing, and traffic is good on all sites.
 - There are normal ups and downs based on content and segments.
 - Hiking on LakePlacid.com just keeps escalating.
 - People visiting website gravitate towards 1-2 hour hikes.
- Nicole Brownell left to work on her own business.
- Kim Andresen moved from Sales to work more on content.
- When we hire a new Sales person, will also talk to business contacts and assist them in writing their content for our site - a lot content to be updated.
 - Refreshing content reindexes in the page search engines, which is good for us.
- Discussion on Whiteface.com, WhitefaceLakePlacid.com
 - Cannot push LP and WF together - own identities.
- Kim Rielly presents news clippings, communications report.
 - Mike: What is Trekkaroo?
 - It's a blog website, they had a blog writer visit.

VI. Committees

- Nothing to report.
- Should we think about resurrecting Annual Dinner?
 - Program of what we want to do.
 - Come up with timeline.
 - Board committee to do this, with ROOST staff task master: Bob Hockert, Jill Cardinale, Cristina Lussi, Melinda Little. Ask Sharon Piper also.
- Nomination committee
 - Executive Committee will do Nomination Committee
 - Look for new board openings

VII. Regional Reports

Melinda Little - Saranac Lake Area

- Talked to Katy Van Anden, they are busy at the Chamber. Looking for new Visitor Service person in Saranac Lake.
- People are excited for Hotel Saranac.
- Saranac Lake LDC is setting up grant fund to jump start revitalization.

- Melinda is involved in Angel Investor Group - pitched at Wild Center, people learning how their projects can be funded.
- Downtown has been busy in Saranac Lake.
- The buildings that were called out by building inspector: 2 are for sale, LDC is on it.

Beth Hill - Lake Champlain Region

- Fort Ticonderoga attendance is up 9% for the year, extended season in both directions
- Lake Champlain Region working TDA process with Jim McKenna and Kerry Shannon
- Everyone is saying they're doing well, and better than last year
- The region pulls visitors from Lake George
- Lake George village is getting a Marriott
- Fort Ticonderoga is growing in business, and so is other business

Bob Hockert - Whiteface Region

- Overall it has been very busy, everyone seems very pleased.
- 2-fly fishing event went well despite weather
- Bikefest had great weather and great press.
 - Looking to add a downhill race to get back to 3 races instead of 2
- Car rally (independent event) coming up
- Signage is new and looks great
- Thursday night concerts have been going well
- Now have handicapped fishing access
- Started cutting trail by beach for exercise trail
- Gas station is moving ahead - public hearing is in a couple of weeks
- Looking into wifi hotspots around town
- Whiteface Adventure Park has opened
- Contract signed for work on Whiteface Veteran's Memorial Highway
 - The noticeable work on the highway is next year.
 - This year was drainage and power lines.
- Few lodging properties for sale.
- Work is being done on Steinhoff's.

Kate Fish - Tupper Lake

- The new "Teenage Mutant Ninja Turtles" movie was given to State Theater early release because parts were shot in Tupper Lake
- 3 films shot in TL in recent years
- "Teenage Mutant Ninja Turtles" movie left approximately \$1 million in community
- Jim: www.tupperlake.com is now ours. Shumer was walking Park Street in Tupper Lake this past Friday.

VIII. Open Issues

Remsen-Lake Placid Travel Corridor

- Jim: we received a request to look at this.
- They want to make a presentation.
- Maybe but not during a board meeting.

IX. New Business

Develop policy on credit card use for membership payment

- Carol: we've had a few business ask for this to be available
- Do we allow it and pass on the fee?
- We already use Square (by Apple) for Visitor Service to makes sales.
- Melinda moves. Charlie seconds. All vote yes.

Waterski Event

- Jill: In regards to the waterski event, how did it go?
- Lake Placid Business Association discussed it too - positive feedback.
- It was good entertainment for Main Street in the middle of the day.
- Could have marketed a little better, i.e. signage and promotion
- Mostly positive remarks
- Should we give the Lake Placid Village Board our opinion?
 - They haven't asked for it.
- Did boats abuse where they were allowed?

Phone system

- We feel we have to update the system
- Option 2 is less expensive but service is low
- Option 3 would cost us the same and we could manage in house
- Need to decide soon
- Cris: Can we copper wire in case internet goes down?
- Carol: It's cloud based. Jasen is familiar with this information and system.
- Have capacity to move and forward calls easily.
- Would still be desktop phones.
- Mike: Do you think you did enough research?
- Carol: Yes, but we could do more if needed.
- Mike: All in favor of Option 3 (RingCentral)? Yes.

Destination Marketing Accreditation Program - Opportunities for Improvement

- Jim: We have 2 OFIs, we have to show that we're addressing them.
- OFI 1 - Governance - Current Strategic Plan - Clarify Goals
- OFI 2 - Innovation - Green Practices
- Jim will reach out to Kate and others to work on

X. Executive Session

Retained lawyer for purpose of litigation.

XI. Adjournment

7:30