



ROOST Board Meeting Notes
Tuesday, October 14, 2014

Attendees:

Mike Beglin
Cristina Lussi
Deborah Fitts
Chris Ericson
Charlie Cowan

Jill Cardinale
Sarah Wilson
Melinda Little
Ed Finnerty
Beth Hill (by phone)

Staff:

Jim McKenna
Kim Rielly
Kerry Shannon Blinn

Meeting called to order 5:31 p.m.

I. Adoption of Agenda

- Moved by Jill. Seconded by Mike. All in favor.

II. Approve Minutes

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

III. CEO Report

- Departmental/staff updates were sent to the board. All staff headed in good direction.
- In general, it looks like a record year for Occupancy Tax collections.
- Adirondack Destination Summit
 - Friday, October 24th at the Conference Center
 - Jim and Kerry are organizing a large meeting for all the Destination Planning groups that they have been working with.
 - Joe Lathrop from OCG is working with them.
- REDC awards go out after election
- Rundown of AdirondacksUSA.com
 - All feedback we have received has been positive
 - Targeted emails have been sent out
 - All the work for this has been done in house
 - Many spins loaded; many still need to be loaded; new shots taken daily
 - Feeds back to relevant destination sites
- Some board members have not received our marketing emails
 - Kerry will give email addresses to Jasen Lawrence, to ensure they're on the list

IV. Treasurer Report

- Charlie: there's a lot going on and things are changing.
- LPECQD: the statement for this account is going to look basically the same every month.
- Chamber statement: change of budget was approved this morning at Essex County board unanimously
- What does budget change mean?
 - We needed to have any revisions approved, and moving some business in house has changed where our money should be allocated.
- Change way of business from outside to in house made salaries up and other expenses go down; overall save \$21,000 annually
- How do we increase wages, decrease outsource expenses, and they're not the same?
 - We had been over budgeting for some items
- Saved a lot of money for Internet, which will also go down next year
- The new budget is not represented in the Financials report yet since this budget was approved this morning (October 14, 2014)
- Occupancy Tax collections
 - August 2014 was the highest occupancy tax collections ever on our records
 - On track for the end of the year
- Any questions? No.

V. Marketing Report

- PR snapshot sent to board via email from Kim Rielly, and it includes links to news clippings
- Explanation of email blasts, themed with blogs and spins from AdirondacksUSA.com
- AdirondacksUSA.com is on Facebook, Twitter, and Google+
- Carol has been taking good control of marketing team
 - Marketing team also has weekly marketing meetings
- Tupper Lake ROOST office is scheduled to open November 15th, at 121 Park Street
 - Time with new website launch

VI. Committees

- Nomination committee (Executive committee: Charlie Cowan, Chris Ericson, Cristina Lussi, Deborah Fitts, Ed Finnerty, Justin Smith, Mike Beglin)
- We need to know how many board members will need to be replaced and who is expired
- Would like to have someone from Hamilton County, Tupper Lake, and Northern Lake Champlain Region.
- Also would like someone with connection to the arts.
- Mike will email/coordinate a nomination discussion
- Terms are up for Deborah Fitts, Maryanne Hawley, Beth Hill
 - Beth Hill is eligible for another term.
- Deborah Fitts has some Tupper Lake leads
 - Dave Tomberlin (owner of Well Dressed Food Co.)

VII. Regional Reports

- Kerry will list all the regions and their representatives in the future
- Whiteface Region - no report due to Bob Hockert being excused
- Saranac Lake (Melinda)
 - Some downtown revitalization efforts going on in Saranac Lake
 - There are loans available for people to work on their facades on shops
 - Waiting to see how Lake Flower project plays out (hotel)
 - 2nd Angel Invest group pitch went well
- Schroon Lake Region (Sharon)
 - Nothing to report
- Lake Champlain Region (Beth)
 - Received via email, as Beth's phone lost battery power
 - Ticonderoga numbers continue to be very strong into the Fall continuing our 2014 trend
 - Better than any past documented numbers from previous years
 - The town has also been extremely busy.
- Jill: Can we start doing a Lake Placid regional report?
- Can we get a Village report?
 - Check in with Village to get information from them.

VIII. Open Issues

- Destination Marketing Accreditation Program - Opportunities for Improvement
 - Information was included in packet distributed to Board, it was accepted by DMAI
- Annual Meeting/Dinner
 - Bob Hockert has family issues and cannot do this
 - Cris Lussi might also have availability issues
 - We will aim to do what was done last year
 - Jill Cardinale will start and staff will help
 - Get previous year's information from Kathy Pfohl
 - January 19th

IX. New Business

- Board Retreat
 - Were looking at December 7-8 at Adirondack Hotel in Long Lake
 - Not feasible to do, as little work has been done towards this
 - Jim and Kerry need to compile information for the board retreat
 - Organize the agenda to plan for upcoming year
 - Proposed budget for next year will be ready by next meeting
- November 16
 - Board meeting and retreat at Heaven Hill
 - 11 a.m. - 4 p.m.
 - Includes lunch

- Skype
 - Conference Room now has Skype
 - Jill moved to amend the bylaws to allow participation in meetings by board members via digital communication. Melinda seconds. All in favor.

X. Executive Session

XI. Adjournment

Moved by Jill. Seconded by Melinda. All in favor.