



ROOST Board Mini-Retreat Meeting Notes
Sunday, November 16, 2014

Board Attendees:

Mike Beglin
Sharon Piper
Jill Cardinale
Bob Hockert
Melinda Little

Kate Fish
Cristina Lussi
Sarah Wilson
Charlie Cowan

Staff:

Jim McKenna
Carol Joannette
Kim Rielly
Kerry Shannon Blinn

Meeting called to order at 11:07 a.m.

11:00 a.m. - 12:00 noon

- Staff update on activities
 - Tying regions together; destination planning; regional and county contracts
- Carol Joannette presented a powerpoint

Staff updates:

- Projects undertaken in 2014
 - Sub-contract Finances
 - Brought all web-work in-house
 - Hired full-time photographer
 - AdirondacksUSA.com
 - AdirondackExperience.com
 - RoostAdk.com
 - Hired Hamilton County Marketing Staff Person (Michelle Clement)
 - Jim McKenna: Hamilton County increased our contract
 - Tupper Lake Contract
 - TupperLake.com
 - Hired new sales manager (Glenn Pareira)
 - Glenn has experience with websites, SEO, analytics, writing, etc.
- Discussion:
 - Kate Fish: The blogs are great, do you train them to write?
 - Carol Joannette: The blogs are a process. After they are written, they get edited by someone else, then looked over for SEO. They are given some guidance on the writing.
 - Carol Joannette: We're seeing much broader engagement, all email inquiries get the same AdirondacksUSA.com email, which feed to the rest of our sites.

- Cristina Lussi: Fishing writer suggestions: Ken Kalil, Zac Horrocks
- Marketing Plan needs approval from the county,
- We need marketing plans for Hamilton County, Tupper Lake, Saranac Lake
- Destination Planning Efforts:
 - Adirondack Destination Summit overview
 - Joe Lathrop helped us outline future Destination Plans
 - Jim McKenna and Kerry Shannon Blinn have been continuing to travel to various communities for Destination Planning
 - Solidifies political support
 - Kate Fish: It makes such a difference when “we” go there instead of them coming to us.
- Jim McKenna traveled to Lausanne, Switzerland with Mayor Randall
 - Overview of presentation from Lausanne
 - Olympic discussion
- Discussion on regional and county contracts
- Cristina Lussi: We need to toot our own horn for what we’ve done for Lake Placid
 - Residents want to know where Occupancy Tax money goes
 - Let’s do a year-end recap at the annual dinner with infographics

12:00 noon - 1:00 p.m.

- Lunch

1:00 p.m. - 2:30 p.m.

- Operational Imperatives:
 - Needs to be updated/revised to reflect Hamilton County, Saranac Lake, and Tupper Lake in addition to Essex County
 - “County Partners”
 - Partners are those we have contracts with (Essex County, Hamilton County, etc.)
 - Terms used need defining
 - Cristina Lussi: There is a need for us to be more transparent; people want to know where our money is going.
 - We are responsible for how the community spends the money we give them, because we need to show ROI
 - Sharon Piper: Communities receive more in services than they could if we gave them the money directly
 - “Services in kind”
 - Can we get our partners to recognize us publicly?
 - Can we figure out what it would cost each community to do this on their own?

- Our strength is the maintenance and support
- Ask someone from each community speak at annual dinner on their relationship with ROOST
- Operation Imperatives will be sent to the Board for review, to be discussed at next meeting

- The difference between in house and outside contractor saves us money, but it changes where the money is spent (marketing vs salary)
 - Should we break down our salaries to each department to show where the money goes?
 - Audit has this information to an extent
 - Include in 2015 budget: pie chart with sales & marketing

- Future Visioning
 - Transparency **Action Item**
 - Annual Meeting - 3rd party affirmation (endorsements) **Action Item**
 - Reminders of future plans at meetings **Done**
 - Mission/Vision on Agenda **Done**
 - Column of Ongoing Yearly Objectives **Done**
 - Reports in advance of meetings - discussion related to action items - timekeeper? **Action Item**
 - Increase Revenue - Future **Action Item**
 - Rental Property Occupancy Tax
 - Other County Occupancy Taxes
 - Saranac Lake Retail Survey **Action Item**
 - Franklin County? **Watch**
 - Adirondack Challenges - events **Watch**
 - Adirondack Economic Development Strategy **Watch**
 - Staff capacity/depth - Succession **Action Item**
 - Expansion /in Park where it makes sense Old Forge, Northern Warren Co (North Creek, Chester, Hague, Horicon) Star Lake, Cranberry Lake **Watch**
 - Elevator Message for board - monthly - outcome focused **Action Item**
 - Fund Balance - Contingency Fund **Action Item**
 - Onboarding Documents include info on 501(c)3 - board make up etc. **Action Item**

- Set date for full board retreat
 - Mini retreats instead of full retreats
 - 2 - 3 mini retreats a year
 - Evaluate this retreat
 - Heaven Hill
 - May 3rd, 2015

- CVB accreditations
 - Go back and look at what our policies are, etc
 - Audit on policies
 - Committee: Mike Beglin, Cristina Lussi, Chris Ericson
- John Huttlinger (Adirondack Audit) presented 990
 - Fund balance for contingency - “Contingency Fund”
 - 1 person from Executive Committee should be held over each year for consistency
 - Melinda, Sarah, and Chris were listed for 2013, and weren’t elected until 2014
- Executive Session scheduled 2:30 p.m. - 3:00 p.m.
 - Not needed

On agenda for next meeting; to be approved:

Mission statement

- Change to: “The Regional Office of Sustainable Tourism / Lake Placid CVB is the destination planning and marketing organization for Essex County, Hamilton County, and the Tri-Lakes Region including Lake Placid, leading economic growth through tourism.”

Vision statement

- Change to: “Our vision is to enrich the lives of residents and visitors by creating a tourism economy that will sustain itself over time; economically, socially, and environmentally.”

Meeting adjourned 3:27 p.m.