

ROOST Board Meeting Notes

Tuesday, January 13, 2015

**Attendees:**

Mike Beglin  
Ed Finnerty  
Bob Hockert  
Cris Lussi  
Sarah Wilson  
Kate Fish  
Beth Hill (phone)

**Staff:**

Jim McKenna  
Carol Joannette  
Kim Rielly  
Kerry Shannon Blinn

**Guests:**

Jenn Holderied  
Adam Boudreau, incoming board member  
Laura O'Brien, incoming board member (phone)

I. Guest to speak: Jenn Holderied, regarding the Mirror Lake Ice Track

- Path on Mirror Lake cleared of snow for skating. Typically need 12 inches of ice to use town truck. Town of North Elba Park District provides manpower and there were funds raised to purchase lighter vehicle that needs only 6 inches. Track changes dynamic of Village. Jenn raised money through community and crowd funding, etc. Will also enable the Toboggan Chute to open earlier. Would like to look into ice maintenance now too. ROOST contributed \$5,000. Overall \$32,000 was raised by Jenn.

Meeting called to order at 5:51 p.m.

II. Adoption of Agenda. Moved by Ed Finnerty. Seconded by Sarah Wilson. All in favor.

III. Approve Minutes. Moved by Ed Finnerty. Seconded by Sarah Wilson. All in favor.

IV. Discussion:

- Introductions to introduce Laura O'Brien and Adam Boudreau to current board members
- There will be an open Schroon Lake Representative position on board, as Sharon Piper is resigning

V. CEO Report & Departmental Updates

- NYS Tourism Impact study overview and discussion; 3rd party information
- Discussion on recent article in the Adirondack Daily Enterprise regarding ROOST's relationship with Harrietstown
- Franklin County will be issuing an RFP soon, and ROOST will respond.

VI. Treasurer Report - Charlie Cowan is absent

- We have received the audit
- Kerry Shannon Blinn will send audit to all members and it will be reviewed at next board meeting
- Need to provide board with monthly Financials.

VII. Marketing Report - Carol Joannette

## VIII. Committees

- Nomination committee (Executive committee: Charlie Cowan, Chris Ericson, Cristina Lussi, Deborah Fitts, Ed Finnerty, Justin Smith, Mike Beglin)
- Four new board members will take effect at annual dinner meeting
- Motion to appoint officer for 2015 at annual dinner meeting. Moved by Ed Finnerty. Seconded by Sarah Wilson. All in favor.
  - Mike Beglin – Chairman
  - Ed Finnerty – 1st Vice Chair
  - Cris Lussi – 2nd Vice Chair
  - Charlie Cowan – Treasurer
  - Bob Hockert – Secretary

## IX. Regional Reports

- Some information gathered before meeting and distributed to board members, that information is included here.
- Lake Champlain Region - Beth Hill
  - Fort Ticonderoga has acquired a 50 ft boat and is launching new website
  - Ticonderoga Chamber (TACC) working with ROOST on Tourism Destination Master Plan for 5 Towns, 3 counties, and 2 regional economic development councils.
  - Gearing up for 2015 events (TACC, TMSP, Ticonderoga Area). Our Save The Date of events will be issued at our Jan ABM.
  - TACC is celebrating 90 years of service in 2015. We will be have a number of new events (National Small Business Week participant, 90th Birthday Bash, etc.) as well as projects/initiatives we will be working on during 2015 (Support Local Campaign, Marketing/Branding, TACC Taglines, etc.).
  - Support Pride with implementation of plans for the Sawmill in Ticonderoga.
  - Working with Town of Ticonderoga to assist and expand fishing tournaments as well as add additional tournaments to support our shoulder seasons.
  - Working with Snowmobile Clubs and NY Snowmobile Association to expand trails, connect communities, etc.
  - Ice fishing season is expected to be terrific in 2015. Reports of phenomenal perch takes.
  - LakeChamplainRegion.com has developed a suggested winter itinerary <http://www.lakechamplainregion.com/groups/itineraries/winter>
  - Details should be forthcoming directly re: The Whallonsburg Grant Winter Lyceum Series
  - Ausable Chasm anticipates its new activity – ice climbing to be ready within a week. All winter tours are now open, but insufficient snow for snowshoeing; micro-cleats are readily available
  - Plans are underway for 2 successful 2014 events to return to the region in 2015 – CATS Grand Hike from Westport to Essex (early May) and Bridging Champlain, a bi-state collection of events along the lake (spanning 2 weeks in summer
  - Fort Ticonderoga received a grant to support water transportation/ tours – big announcement coming soon for 2015 season
  - Fort Ticonderoga long-term planning nearing completion; priorities being set along with business plan 1756 at Fort Ticonderoga in 2015
  - Plans for 4 new exhibitions at Fort Ticonderoga as well as expanded garden experience (2 new gardens); heritage breed program; and expanded premium tours
  - Fort Ticonderoga is planning a large-scale major battle reenactment 2nd weekend in September “Browns Raid” along with several special events throughout the year;
  - Winter program attendance is up at Fort Ticonderoga
  - Fort Ticonderoga launches a Graduate Fellowship Program in 2015 attracting graduate student residents from across country for immersive residential program; funded in part by NYSCA

- Fort Ticonderoga hiring 5 new full-time positions in 2015
- Fort Ticonderoga launching new website in January 2015 which will include suggested itineraries and regional tourism opportunities such as where to eat, where to shop, family adventures, where to stay, etc.
- High Peaks Region
  - Jim McKenna: reviewed retail survey and will be going public with it shortly; points hit a lot of information
  - Mike Beglin: average tourist loves Lake Placid, and parking is not as much of an issue; parking is mainly an issue for locals; most comments are positive.
  - Jim McKenna: survey information backs up our annual surveys
  - Shaun Ondak and Jim McKenna going to present AdirondacksUSA.com to the APA on Thursday (1/15/15)
- Saranac Lake - Melinda Little
  - The Holiday Season seems to have been a strong one for most of the retailers in Downtown Saranac Lake. There's a new shop coming in to the building that used to be Scheefer Jewelry years ago, so there will be one less empty space, and the LDC, Downtown Advisory Committee and Chamber are working to try to get as many shops filled as possible in anticipation of the opening of the Hotel Saranac later this year. The name of the shop is The Grateful Toad and it will be a combination 'Vaping' (fancy words for e-cigarette supplies) and 'glass goods' retailer.
  - Fred Roedel, the developer of the Hotel Saranac Lake, made a presentation at the Library last night. I was unable to go but I understand that things are continuing to move along. There's a lot of work yet to be done and I'm guess that the Opening won't happen until late Summer/early Fall.
  - The Chamber has been getting what Katy describes as "endless phone calls" inquiring about Winter Carnival and her assessment is that there's definitely a shortage of lodging facilities in Saranac Lake which suggests that the future is bright for the various hotel projects in the works.
  - The new Dewey Mountain Recreation Center Lodge opened on Saturday and was welcomed with open arms by the Community who turned out en masse. The Lodge is a terrific addition to the facilities in Saranac Lake.
  - Kate Fish adds: Jecinda Hughes is leaving ANCA and starting her own business in Saranac Lake (high end coffee shop/bakery)
- Schroon Lake Region
  - No report (Sharon Piper is resigning from ROOST Board; a new Schroon Lake Representative is needed)
  - Jim McKenna: the Schroon Lake Chamber of Commerce is looking for new Executive Director, and they're close to hiring.
- Whiteface Region - Bob Hockert
  - Planning is underway for the 2015 events in the Whiteface Region, and here are the dates:
    - Mardi Gras Weekend at Whiteface: February 28/March 1
    - 1980's Retro Weekend at Whiteface: April 4/5
    - International Pond Skimming Challenge at Whiteface: April 12
    - April 2 Fly Challenge: May 15/16
    - Wilmington Whiteface Bike Fest: June 5/6/7
    - Whiteface Uphill Bike Race: June 6
    - Wilmington Whiteface 100K: June 7
    - Bike Race Weekend: TBD – preliminary date is weekend of 6/21
    - Whiteface Vertical Weekend (Skymarathon): June 27/28
    - Wilmington Car Show: August 29
    - Festival of the Colors: September 12
    - Wilmington Uphill Foot Race: September 12
  - Free concerts at the Lake Everest Beach: Every Thursday evening in July and August
  - Gasoline is available once again in Wilmington at the Little Supermarket Plaza on NYS Route 86.

- Replacement of the historic stone bridge over the AuSable River in Wilmington is underway. The bridge is open at this time with the majority of the work beginning in earnest at some point in March.
- The town of Wilmington has received word from Betty Little that the \$85k needed to imbed all utilities inside of the new bridge structure has been secured. This will eliminate the unsightly overhead power and utility lines from one of the most scenic vistas in the park.
- The town of Wilmington has received a grant to establish a new recreational path along Springfield and Fox Farm roads. This is part of an ongoing effort to link the center of town with the growing number of recreational trails through the area. The new recreational path will enable an easy path ultimately between the Flume trails at Whiteface with the center of town.
- Work on the Whiteface Veteran's Memorial Highway has ended for the year and is planned to begin again next spring with completion in the summer.
- Work continues on the old Mel's Diner/Green Mountain Inn property in the center of town.
- The Falconer Series of lectures will be held at the ASRC again this summer; a listing of the speakers will be available for distribution shortly.
- The mountain has had 49 days of skiing so far this season; as of this writing about 50% of the trails are open and 7 of the 11 lifts are in operation. Sketchy weather Christmas eve/day due to severe winds, but good skiing over the big week between Christmas and New Year's.
- Picked up two new events
- Would like to hold board meeting in Whiteface Region, possibly at the Atmospheric Science Research center on side of Whiteface - in the Spring/Summer
- Jim McKenna: ROOST Tupper office is open, and we have held a few meetings there

#### X. Open Issues

- Annual Meeting/Dinner
  - Reminder to RSVP as soon as possible
- DMAP
  - Cristina Lussi would like expanded information on what was submitted to DMAI
  - There were a number of documents that were submitted. Kerry Shannon Blinn will work on this for next meeting.

#### XI. New Business

- Jim: We are working on a Smart Growth grant application, we want to submit a regional application for an investment strategy involving the hamlets that we work with. Investment strategy would happen after DMP process, as the next step.
  - Ed Finnerty moves to authorize the submission of the grant. Sarah Wilson seconds. All in favor.
- M/WBE Policy Resolution. Ed Finnerty moves to adopt the M/WBE Policy Resolution. Kate Fish seconds. All in favor.
- Kate Fish: Was at state winter energy tour and big shift in way clean energy technology is being deployed. There will be a short window of opportunity and a number of options. ROOST ought to look into this. It is focused on municipalities and businesses.
- Kim Rielly: email from one of our contacts regarding a story we pitched about ice rinks that talks about Oval and Skating Track on Mirror Lake

#### XII. Executive Session - not needed

#### XIII. Adjournment

- Moved by Cristina Lussi. Seconded by Sarah Wilson. All in favor.
- Meeting adjourned at 7:03 p.m.

ROOST Board Annual Dinner Meeting Notes  
The Whiteface Lodge  
Monday, January 19, 2015

Attendees:

Mike Beglin  
Ed Finnerty  
Cristina Lussi  
Bob Hockert  
Kate Fish  
Melinda Little  
Jill Cardinale  
Beth Hill

New members:

Marc Galvin  
Adam Boudreau

Staff:

Kerry Shannon Blinn

Meeting called to order at 6:36 p.m.

I. Adopt agenda

- Moved by Melinda Little. Seconded by Jill Cardinale. All in favor.

II. Adopt new board members, as presented by nomination committee.

- Moved by Ed Finnerty. Seconded by Melinda Little. All in favor.
  - Marc Galvin, Lake Placid
  - James Lemons, Lake Placid
  - Adam Boudreau, Tupper Lake
  - Laura O'Brien, Hamilton County

III. Appoint officers.

- Moved by Melinda Little. Seconded by Jill Cardinale. All in favor.
  - Mike Beglin, Chairman
  - Ed Finnerty, Vice Chair
  - Cristina Lussi, Vice Chair
  - Charlie Cowan, Treasurer
  - Bob Hockert, Secretary

IV. Adjourn.

- Meeting adjourned at 6:37 p.m.