

ROOST Board Meeting Meeting Notes
Tuesday, December 9, 2014

Attendees:

Mike Beglin
Charlie Cowan
Cris Lussi
Chris Ericson
Deb Fitts

Bob Hockert
Ed Finnerty
Kate Fish
Beth Hil (via phone)
Sharon Piper (via Skype)

Staff:

James McKenna
Carol Joannette
Kerry Shannon Blinn

Meeting called to order at 5:34 p.m.

- I. Adoption of Agenda - Moved by Chris Ericson. Seconded by Cris Lussi. All in favor.
- II. Approve Minutes - Moved by Bob Hockert. Seconded by Charlie Cowan. All in favor.
- III. CEO Report & Departmental Updates
 - Recent article in the Adirondack Daily Enterprise featured a trip that Jim McKenna took with Mayor Randall and others to meet with the mayor on Montreal. They discussed the possibility of a cycling event that could switch between being hosted in Lake Placid and Montreal.
 - Carol Joannette and Jim McKenna looked at our budgets, and met with Karen Meister and John Huttlinger to work to put the budget in a format that is comprehensive and truly reflect regional contracts.
 - Mike Beglin and Charlie Cowan will be asked to join in on the next meeting.
 - Discussion about Adirondack regional tourism efforts
- IV. Treasurer Report
 - No report. Charlie Cowan requests to get information sooner than he has been, hopefully week prior to meeting.
 - Kerry Shannon Blinn will follow up.
- V. Marketing Report
 - Carol: We need to have a meeting with the Occupancy Tax Advisory Committee. We have marketing plan we're just waiting to get it approved
- VI. Committees
 - Nomination committee (Executive committee: Charlie Cowan, Chris Ericson, Cristina Lussi, Deborah Fitts, Ed Finnerty, Justin Smith, Mike Beglin)
 - Ed Finnerty moves that we approve the slate of nominations. Charlie Cowan seconds. All in favor.
 - Working on getting another candidate from the Elizabethtown area, but the prospective candidate is currently holding off.

VII. Regional Reports

- Lake Champlain Region - Beth Hill
 - The Ticonderoga area has had a great Christmas time programming, shop local platform has been very strong, plus blogs have been great and very helpful. Beth has been on the road a lot this past month, and needs to get updates.
- High Peaks Region
 - Jim McKenna: Lake Placid Holiday Village Stroll this weekend. There is currently a front line staff scavenger hunt. Job Fair was held last week and we got some good response from attendees and businesses.
- Saranac Lake - Melinda Little (not present; no report)
- Schroon Lake Region - Sharon Piper
 - Schroon Lake Chamber of Commerce is searching for new Executive Director, have some really good candidates and should hire in January. Adirondack Inn should open in January, and some usually seasonal stores are staying open longer into the season.
- Whiteface Region - Bob Hockert
 - There is work continuing at the Four Corners. Tomorrow (12/10/14) is annual Whiteface Regional holiday party. Whiteface is open. Gas station opening soon.
- Discussion: Kerry Shannon Blinn will get these reports ahead of time to add to agenda.

VIII. Open Issues

- Annual Meeting/Dinner -
 - Same location, band, and price as last year.
 - Have some ideas for “games” for ice-breakers which are being worked on.
 - Ed: should we honor someone?
 - Special Thanks slideshow to play during dinner?
 - Too late into it for this year, will work on it for next year.

IX. New Business

- Approve and adopt revised mission statement and revised vision statement. - Moved by Kate Fish. Seconded by Beth Hill. All in favor.
- Appointment of officers for 2015
 - Not currently addressed, but will do before January meeting.
 - Kerry Shannon Blinn will schedule a conference call for this.
- Note: Cris Lussi would like to talk about DMAP at next meeting.

X. Executive Session

XI. Adjournment

- Meeting adjourned at 6:40 p.m.