

## ROOST Board Meeting Notes

Tuesday, June 9, 2015

## Board Attendees:

Mike Beglin	Beth Hill
Charlie Cowan	Cris Lussi
James Lemons	Marc Galvin
Jill Cardinale	Laura O'Brien (via phone)
Bob Hockert	

## Staff:

Jim McKenna  
Jasen Lawrence  
Kerry Shannon Blinn  
John Huttlinger

Called to order at 5:30 p.m.

I. Adoption of Agenda - Moved by Jill. Seconded by Charlie. All in favor.

II. Approve Minutes - Moved by Jill. Seconded by James. All in favor.

III. Financials - Charlie Cowan & John Huttlinger, CFO

- Introductions - John Huttlinger, Contracted CFO
- John Huttlinger, Charlie Cowan, and Jim McKenna have been discussing the financial statements, how they are presented and what information is included
- Going forward:
  - Statements as they're currently presented do not tell much of a story
  - Want to work with Karen Meister to develop a different PNL statement
  - Any changes the board wants to see, get to Charlie Cowan
  - John Huttlinger will work on this for next meeting
  - If additional analysis in different areas are needed we can adapt
  - Also working on getting the information to board sooner

Jill Cardinale: In regards to the different county contracts, would like to see income vs expenditures.

Charlie Cowan: We aim to do that.

Semi annually, not necessarily monthly. Comes down to return on investment (ROI).

Jasen Lawrence: Conversion study will also go towards showing ROI.

IV. CEO Report & Departmental Updates - Jim McKenna

- Jim McKenna - powerpoint presentation
  - *Powerpoint attached.*
- Franklin County Occupancy Tax - the bill has not yet passed, and the process is stalled a bit

V. Marketing Report - Jasen Lawrence

- Introductions - Jasen Lawrence is taking over for Carol Joannette in the marketing aspect
- Explanation of content strategy - in 2012 Carol Joannette had idea to switch to content marketing and content generation, as traditional marketing is not effective.
- *Handout - Attached at end of notes.*

## VI. Committees - Mike Beglin

- Committees: nothing to report

## VII. Regional Reports

### • Lake Champlain Region - Beth Hill

- Fort Ticonderoga had a very successful 2015 opening in May; attendance and revenue up over strong gains since 2011.
- New this year: Boat Tours on Lake Champlain (3 times daily; evening cruises; charters); Heritage Breed Animals – cattle and chicken; Highlighting story of 1756: Front Line of New France; 4 new exhibits; 2 new gardens, new behind-the-scenes daily and evening tours; numerous special events; Mount Defiance experience; Canoe rentals; new family tours, and more!
- Fort Ticonderoga's capital campaign feasibility study underway with major donor prospects across US; transformative vision including several major projects in REDEC "pipeline"; seeking funding in next round of grants to support next steps.
- Fort Ticonderoga and Amtrak partnership launched "rails to wheels" beginning Memorial Day weekend. Fort Ticonderoga will offer shuttle service to all Amtrak passengers to the museum campus and Best Western Hotel. Press Conference on May 2nd included Congresswoman Stefanik amongst other area, regional, and state dignitaries
- Town of Ticonderoga, Ticonderoga Chamber, and Fort Ticonderoga presented at the recent Regional Economic Council Tourism Committee meeting in Lake Placid highlighting communities focus on tourism development and featuring major initiatives including Fort Ticonderoga's Gateway Experience Center and the 18th-century saw mill. Also highlighted was partnership with industry, town, town organizations, health, Fort Ticonderoga, and education.
- Several exciting MAJOR EVENTS are planned for Fort Ticonderoga in 2015 including Brown's Raid, America's largest Revolutionary War Battle Reenactment in 2015, with more than 500 reenactors on September 12-13. Other featured activities/events – Scots Day, June 13; Montcalm's Cross Battle Re-enactment July 18-19; Fife & Drum Corps Muster, July 25; NEW DESIGN - Heroic Corn Maze – August 14- Columbus Day; Heritage Harvest & Horse Festival, October 3.
- Several NEW EVENING PROGRAMS – include Boat cruises, behind the scenes tour in the Pavilion (1826 house), and program where guests are trained as new recruits in the continental army (very active fun for the whole family!).
- NEW FORT TICONDEROGA HIKING TRAIL – includes archaeology quest activity for families
- NEW CHILDRENS ACTIVITIES AND TOURS planned across site in July and August
- 2 NEW EXHIBITS OPENING in early July – Diorama-rama! And Object Lessons. Exhibit opening July 1 at 5:30 pm. RSVP w Beth Hill [bhill@fort-ticonderoga.org](mailto:bhill@fort-ticonderoga.org)
- Linda DuRoss was hired as chief of staff for visitors services at LC visitor center.
- Penfield Homestead Museum opens this Saturday with their annual opening day Pancake Breakfast. The museum will be open weekends or by appointment.
- Our Visitor Center will host the Adirondack Architectural Heritage Tour, Lake Champlain Bridge and Environs next week where we will provide the group with the history of this NHR original toll collector's house and its transition to a Gateway to the Adirondacks Visitors Center ROOST operates today. This is just one of four AARCH tours scheduled in the Lake Champlain Region this month, with more coming later in the season.
- The Town of Willsboro is celebrating its 250th anniversary this year and Westport its bicentennial. Both communities have some great celebration events planned that will add to the list of opportunities for visitors
- Edgemont B&B, in the Town of Moriah, opens for business this month. This B&B will be particularly bicycle friendly with a focus on cyclists visiting our Lake Champlain/Adirondack Coast Bikeways.
- A Naval Encampment will take place at Crown Point State Historic Site on June 27. Reenactors will portray French sailors of the 1700s rigging their flotilla of longboats.

- Antique and Classic Cars, as well as motorcycles this month in area. This visitor's center hosting over 100+ motorcycles a day as Americade attendees tour our region. Our Adirondack History Museum host 4th Annual Antique and Classic Car Show in May where attendees will also have free admission to the museum and be able to catch their new exhibit on Immigration throughout the history of the Lake Champlain Region. June 27th, the Keeseville Elks Lodge will host their 7th Annual "Pig and Swig." June 28th Crown Point will host its annual Strawberry Festival in conjunction with its 3rd Annual Antique & Classic Car Show.
- The region should also be hopping with bass boats! Seven fishing tournaments will be operating this month out of Ticonderoga and Port Henry.
- Ticonderoga Chamber along with other area groups including Fort Ticonderoga continues working with ROOST on Tourism Destination Master Plan for 5 Towns, 3 counties, and 2 regional economic development councils.
- Ticonderoga Chamber along with Ticonderoga Montcalm Street Partnership and the Town of Ticonderoga are gearing up for 2015 events including Farmers Market, Best Fourth in the North, Car Shows, etc.
- Ticonderoga Area Natural Food Coop expected to open this summer; location tbd.
- High Peaks Region - Jim McKenna
  - 2017 IRONMAN 70.3 World Championship
    - Site selection committee is coming in July (3 people expected)
    - IRONMAN host cities usually help find title sponsors, so how are we going to tie this in?
- Saranac Lake - Melinda Little
  - Melinda Little has been ill (no report)
  - Jim McKenna: new Executive Director for the Saranac Lake Area Chamber of Commerce - Johnny Muldowney
- Schroon Lake Region - No representative
- Whiteface Region - Bob Hockert
  - The Wilmington Whiteface BikeFest 2015 is now in the books and went remarkably well. Riders for both of the key races were up significantly (305 and 525), the weather while dicey on Friday turned out to be perfect for the duration of the event, courses were in excellent shape thanks to a newly paved Memorial Highway and minimal snowpack in the Jay Range over the winter, there were no injuries and feedback in the various biking blogs is excellent. Plans are already underway for a newly re-engineered summit finish for the Uphill Race and a few other surprises in the works. A huge "Thank You" to all who volunteer to make this possible.
  - The bridge on NYS Route 86 is very rapidly nearing completion, both lanes are open, sidewalks are in and restorative work is well underway to the river bank and properties surrounding the construction site.
  - Paving on the Memorial Highway is also nearly complete with just a small amount of finish work to do in the hairpin near the summit. Reviews and feedback from the riders this weekend was EXCELLENT.
  - Some infrastructure work "seems" to be underway at the old Steinhoff's Inn property, but details on just what's happening are elusive.
  - Exterior work on the old Mel's Diner/Green Mountain Inn has begun with landscaping, fencing and stonework well underway. The property is actually beginning to take shape and shows the promise of what it eventually will become.
  - The old "Birch Tree Lodge" is now formally "Cadence Lodge", complete with townie bikes for use if you're staying there. The place was filled to capacity with biking enthusiasts over the course of the BikeFest, naturally.
- Tupper Lake - Adam Boudreau (not present, no report)
  - Jim McKenna: Greg Norman visited Tupper Lake and toured the area
- Hamilton County - Laura O'Brien
  - Indian Lake is busy gearing up for their events and hoping for good weather. The Indian Lake Restaurant & Tavern has done some renovation and the front entrance is almost done. Tom Bell, new owner of Spring's General Store is working on the building and is planning on opening on June 26. He is still trying to find a good fit for the community. He will start with some of his balsam products. Volunteers are always a challenge to find for the events.

- June 13 - Black Fly Challenge Indian Lake to Inlet
- July 4 - Independence Day Celebration Parade & Fireworks! Indian Lake Volunteer Fire Dept. Annual Chicken BBQ. IL/BML Fish & Game Association's Annual Kid's Fishing Derby.
- July 11 - Block Party featuring The Fulton Chain Gang. This happens in the market parking lot at the intersection of Routes 28 & 30.
- July 17 – 18 Adirondack Challenge Weekend. The Chamber of Commerce and the Indian Lake Community Development Corporation are planning events for this weekend. Some of things that they are planning; Kayak Poker Run on Lake Abanakee, Framer's Market, event at the Indian Lake Theater, Wine Tasting at Indian Lake Restaurant & Tavern, Historic Walking Tours
- July 18 - Adirondack Museum's Made in NY Market Fair. Visit [www.adkmuseum.org](http://www.adkmuseum.org) for more information.
- July 18 - Adirondack Challenge Block Party featuring The Bad Chaperones. Sponsored by the Town of Indian Lake
- July 19 - Adirondack Challenge Festival at Byron Park. Waterslide, Bounces, Watermelon Eating Contest, Mechanical Bull Ride, Food, Music plus much more. Sponsored by the Town of Indian Lake.
- July 19 - BluMouLA – BuFaRa Canoe Race on Blue Mountain Lake for more information contact Aims Coney [aimsconey@gmail.com](mailto:aimsconey@gmail.com)
- July 25 - Indian Lake Chamber of Commerce Golf Tournament & Fundraiser.
- July 31 - Music in Byron Park featuring The Washington County Line Bluegrass Band
- Inlet: Adiron-Jacks moved into one of the vacant buildings. They will be selling furniture and plan to open in a couple weeks. [www.jackgreco.com](http://www.jackgreco.com) They are also looking forward to a prosperous summer!
- Lake Pleasant: The first SPARC EVENT OF 2015 is slated for June 19, 20, 21, the Pilots Reunion is a start to reprise the wonderful days of the Seaplane Fly In. The cooperation of both School Districts for Bus use, the local Amateur Radio Club for communication is set...but they could use volunteers for the sessions in Speculator & Piseco that weekend.
- Neil reported "We have a long way to go...but we must count ourselves fortunate for our positioning in the marketplace. The list of young biz folks is very telling...and one we should both Boast and look to replicate!"
- Franklin County - Jim McKenna
  - TAC meeting this Friday (6/12/15)

#### Kim Rielly - Communications

- MarketNY blogger FAM tour is coming up in August.
- Hoping to increase local communications efforts more with both ROOST news and expanding outreach
- Mike Beglin: For the local news items, newspaper and radio might work well.
- Cris Lussi: Also, we need to "remind" the inexperienced hikers about carry-in/carry-out.

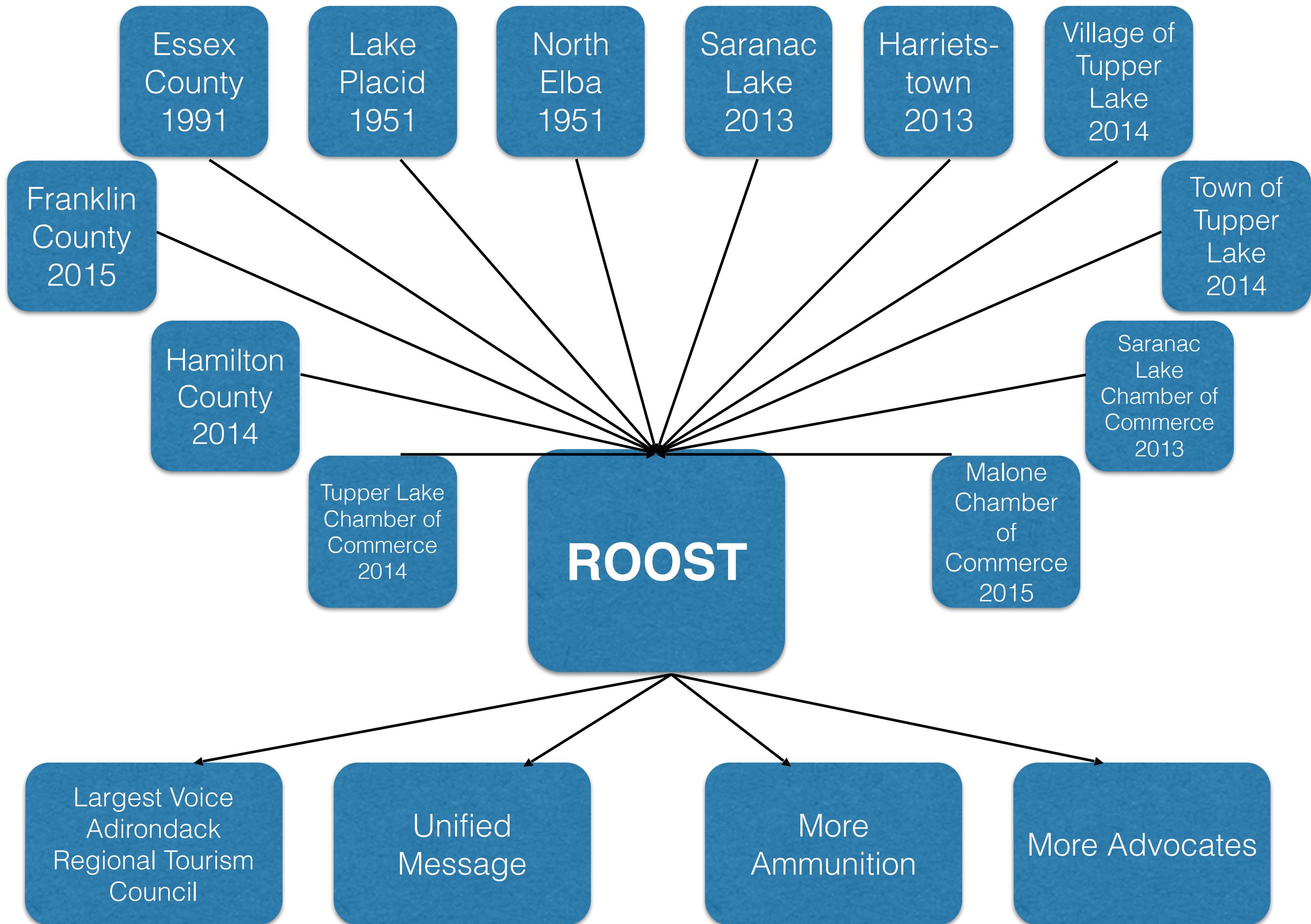
#### VIII. Open Issues

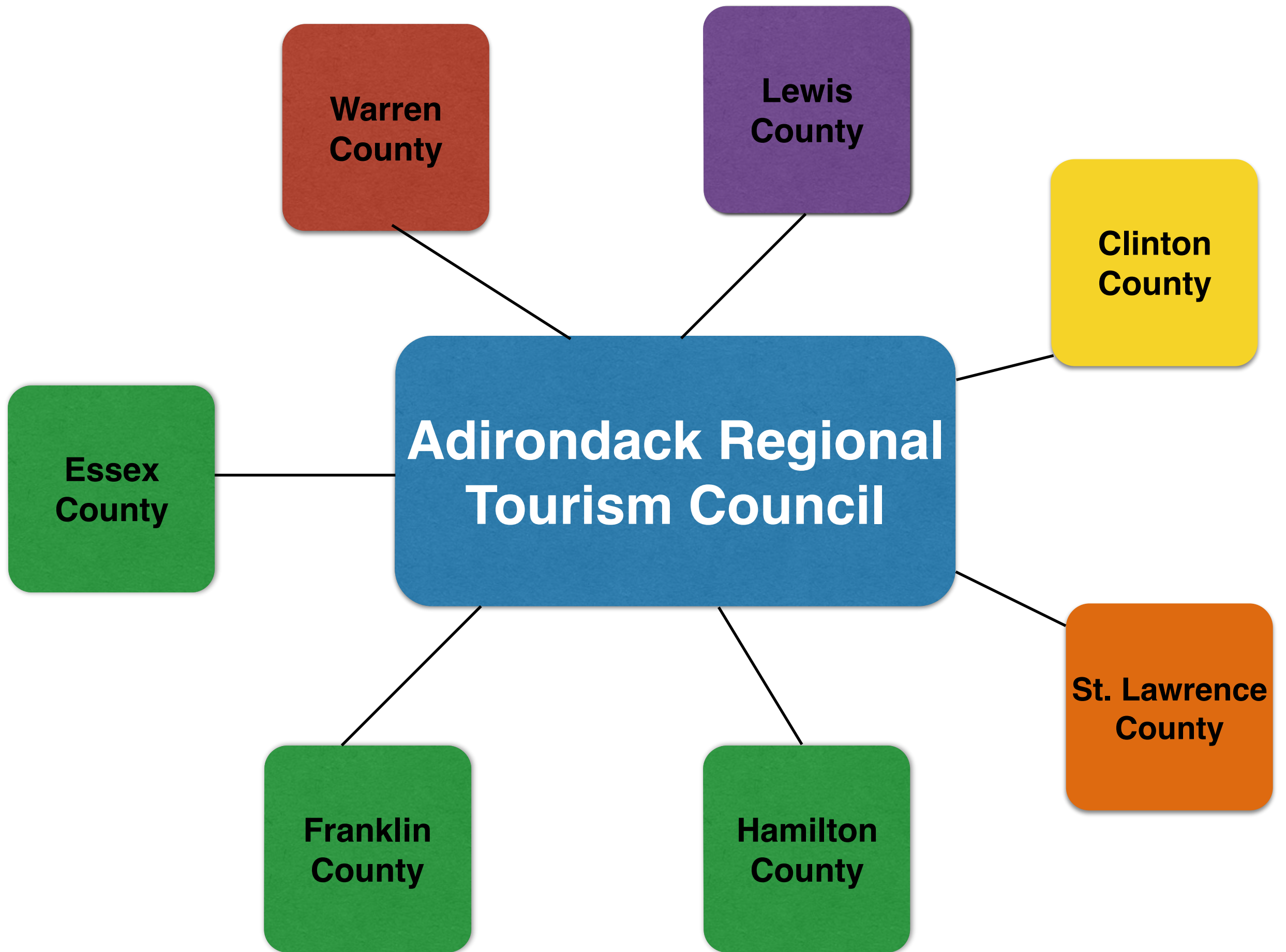
- Public Relations Committee
  - This process is stalled
  - Kim Rielly: We came up with a plan, and hope to release a report by the board regarding the state of tourism by end of July
- Reservations System
  - This process is stalled
  - Jasen Lawrence: The existing system is antiquated, need to know what to do next for a solution
  - Mike Beglin: Cris, can you get a sort of wish-list from the properties?
  - Jasen Lawrence will work with them

IX. New Business

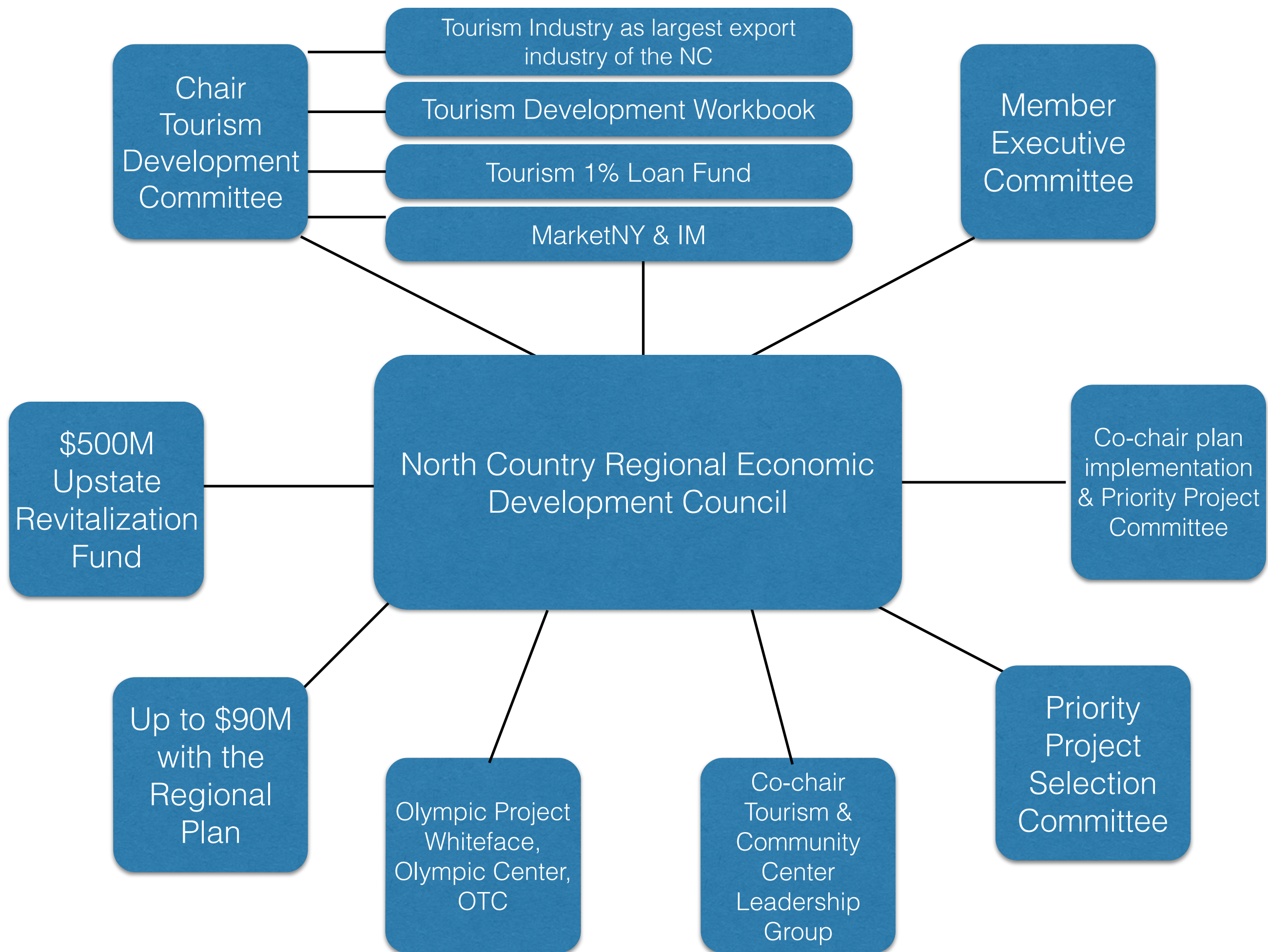
- There will be no July board meeting  
The next meeting will be August 11th
- We will aim to have an Executive Committee meeting before August meeting.

X. Adjournment - Moved by Jill Cardinale. Seconded by Beth Hill. All in favor. Adjourned at 6:55 p.m.



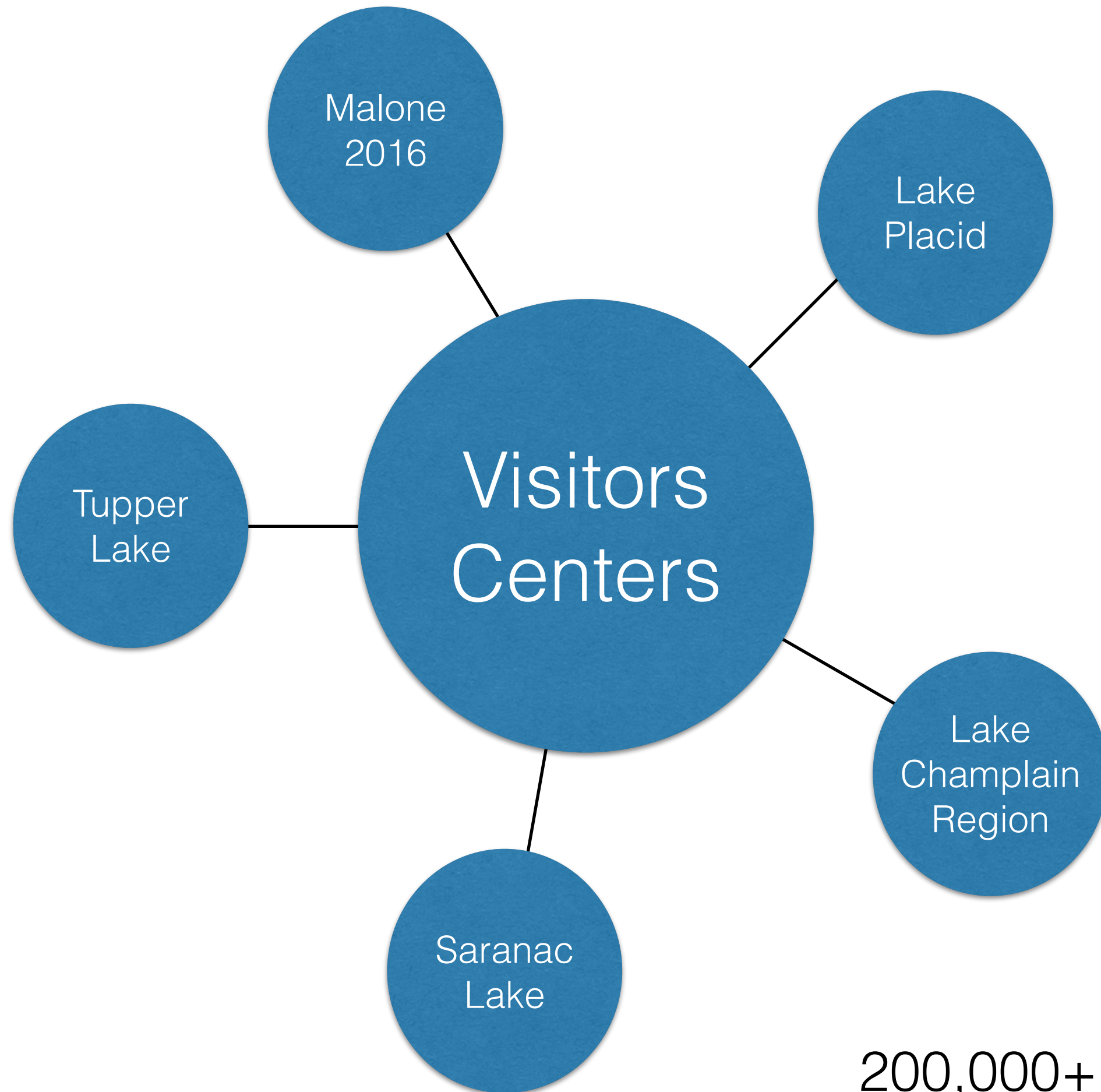










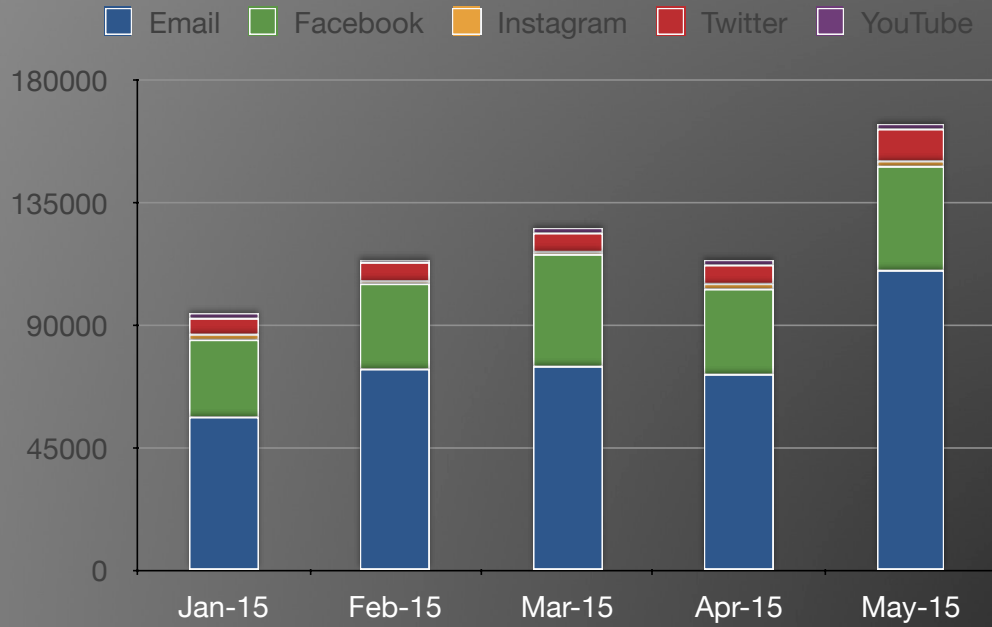


200,000+ Walk-ins

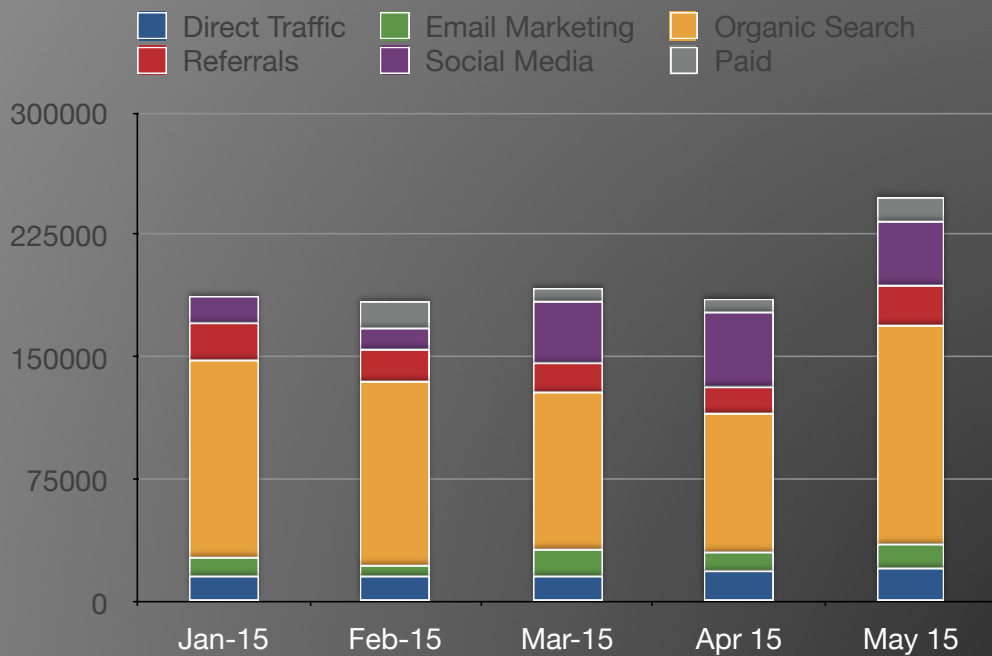




# Marketing Reach



# Website Visits



## Highlights

thru May 2015

- AdirondacksUSA.com now contains 579 spins
- AdirondackExperience:
  - WaterfallHikes - Now 39,371 views (compared to 609 last year)
  - 70 Mile Garage Sale - 32,878 views
- LakePlacid visitadirondacks.com referral traffic up 33%
  - Lodging: Traffic up 4%
  - Blog: Traffic up 160%, Entrances up 232%
  - Hiking: Traffic up 488% over 2012
- WhitefaceRegion Uphill BikeRace up 86% (biking 233.69%)
  - Uphill Race: 305 competitors vs 283 in 2014
  - Leadville Qualifier: 525 competitors vs 437 in 2014
- TupperLake - now has Don Meisner creating fishing video blog posts
- SaranacLake.com social traffic up 196%

## Year to Date Site Stats

thru May 2015

Site	Y/Y Growth	Difference
AdirondackLakes	22.23%	8,434
GolfMalone	37.31%	2,463
AdirondackExperience	380.37%	125,923
LakeChamplainRegion	25.5%	8,125
LakePlacid	13.62%	67,763
SchroonLakeRegion	69.98%	16,474
WhitefaceRegion	51.02%	12,831
SaranacLake	63%	44,400
TupperLake	N/A	N/A
Average / Total	82.88%	286,413

## Time on Site

thru May 2015

Site	Sessions	Time	Blog Time
AdirondackExperience	146,399	1m 13s	3m 36s
LakeChamplainRegion	39,490	1m 37s	2m 54s
LakePlacid	565,394	2m 47s	3m 9s
SchroonLakeRegion	40,016	1m 47s	3m 1s
WhitefaceRegion	37,979	1m 30s	3m 28s
SaranacLake	114,880	2m	3m 10s
TupperLake	55,303	1m 44s	4m 19s
Total / Average	999,461	1m 48s	3m 22s

## Outbound Links

thru May 2015

Type	Lake Placid	Outbound Link
Lodging	92,223	120,840
Dining	12,537	15,168
Attractions	21,311	26,462
All	225,284	305,304