

ROOST Board Meeting Agenda
Tuesday, December 8, 2015

Board members present:

Ed Finnerty
Bob Hockert
James Lemons
Charlie Cowan
Beth Hill
Chris Ericson

Melinda Little
Sarah Wilson
Adam Boudreau
Cris Lussi
Mike Beglin

Staff present:

Kim Rielly
Jim McKenna
John Huttlinger
Jasen Lawrence
Maryjane Lawrence
Kerry Shannon Blinn

Meeting called to order at 5:31 p.m. by Ed Finnerty, Vice-Chair.

I. Adoption of Agenda

II. Approve Minutes - Moved by Charlie Cowan. Seconded by Sarah Wilson. All in favor.

III. Accept Financials - Charlie Cowan & John Huttlinger

- Here we are looking at budget vs actual spend.
- There are no major issues.
- We are expecting a month to month budget next year, will give better understanding on a regular basis.
- Next year's budget is put together, we will discuss it with marketing plan.
- The 2014 audit is almost done (auditor is Alex Edwards.)
- Are there any questions regarding financials? -No.
- Motion to accept financials. Moved by Melinda Little. Seconded by Chris Ericson. All in favor.

IV. CEO Report & Departmental Updates - Jim McKenna

- Regarding the budget, please keep in mind that we have several boards and groups that we go over this with and need approval from.
- Met with the Town of Tupper Lake and the Village of Tupper Lake. Also met with the Village of Saranac Lake and the Town of Harrietstown. These meetings were all fairly positive.
 - Melinda Little: Attended the Saranac Lake / Harrietstown meeting. The presentation done by Jasen Lawrence and Jim McKenna showed results and it went a long way with the people in the meeting. We need to keep the players engaged.
 - Jim McKenna: But we need them to engage themselves, we report to nine municipal boards and it takes a lot of time to keep reporting to all them.
- Empire State Winter Games (ESWG)
 - We are bringing them in a totally different direction.
 - It should be able to generate it's own revenues.
 - We are creating brand identity for the sports.
 - This also puts us in position for greater sponsorship of the Games.
 - Need to match MarketNY grant dollar for dollar.
 - Chris Ericson: Are there other places doing similar things? -No.

- We will be marketing for both spectators and athletes
- Ed Finnerty: Who covers the safety aspects? Such as liability insurance?
 - Maryjane will contact insurance company to look at our current insurance work on this.
- Inntopia is moving forward
 - Will be utilizing I Love NY matching funds program to support half of the start up cost
- Upstate Revitalization Initiative is being awarded on Thursday (12/10/15) in Albany
 - We have a lot of programs affected by that looking at some specific items regarding the Venues and communities
- SaranacLake.com
 - We were contracted to rebuild SaranacLake.com. The fee was not fully paid, and we would like to write it off.
 - We will still receive ad fees and ad revenues.
 - Recommendation to write this off comes from our auditor, Alex Edwards.
 - Charlie Cowan moves to accept Alex Edwards's proposal to write off this fee. Seconded by Adam Boudreau.
 - Discussion: Cris Lussi: If someone takes a look at these finances and budget, may look funny without an explanation.
 - There should be a footnote writing off the debt in the audit
 - Vote: All in favor.

V. Marketing Report - Jasen Lawrence

- The Board of Directors was sent Marketing Plan draft on Friday (12/4/15)
- The Marketing Plan is focused around "ZMOT" which is the zero moment of truth; the moment the traveler decides to go on a trip.
 - The five phases are: Dreaming, Researching, Booking, Experience, Sharing.
 - Inntopia will help us with the Booking Phase
- Cris Lussi: When will the Marketing Plan be public?
 - Jim McKenna: We still need to go over it with some Boards before we officially post it.
- Staffing changes:
 - Web developer, starting Monday (12/14/15)
 - Operations and Service Coordinator. Mary Gallagher from our Saranac Lake office, starting in January.
- Ed Finnerty: Regarding the Marketing Plan document, is there any feedback to Jasen Lawrence or Jim McKenna?
 - None at this time.
- The budget is subject to minor alterations as we move forward, and some numbers are estimates.
- The budget accounts for new reservations system, and new staffing changes.
- Beth Hill: What is the percentage growth in expenses for 2015 to 2016?
 - Revenues are up, budget is up about 23%.
- Charlie Cowan: The budget includes \$20,000 for reserve fund. How much goes in there overall, and how long do we keep putting money in there?
 - Ed Finnerty: That might be a question for auditor.
 - Mike Beglin: I think \$50,000 - \$60,000 should be sufficient.
- Motion to adopt proposed budget. Moved by Mike Beglin. Seconded by Charlie Cowan. All in favor.
- Jim McKenna is going to Innsbruck for the International Children's Games. We want to initiate a Protocol of Friendship with Innsbruck, making Lake Placid and Innsbruck sister cities.

VI. Communications Report - Kim Rielly

- Working on editorial calendar for next year.
- Supporting media efforts around the counties.
- ESWG press conference (12/1/15)
- Attended Cycle Adks press route release.

- Working on a Ladies' Fam Tour.
- Soft launched YouTube contest (which is a Lake Placid specific program)

VII. Conference & Service Report - Maryjane Lawrence

- For conferences, we have a huge year coming up in 2016.
- There will be a transition period with Scott Gardner moving to Colorado, and staying on sales team as a satellite position.
- This week: 4 planning visits, contacts coming up to discuss upcoming events.
- Mary Gallagher will be looped in to conference servicing.
 - Planning and executing event is critical in bringing event back.
 - Want to keep events happy and keep them coming back.
 - A lot of crossover between the multiple departments
- Jasen Lawrence, Kim Rielly, and Maryjane Lawrence are working on the Adirondack Destination Marketing Summit, scheduled for March 3, 2016.
 - Working on the details.
 - Regional day conference.
 - Bringing in nationally ranked marketing consultants.
 - All regional businesses are welcome.
 - Save the date went out in the bi-weekly e-news.
 - Much more detailed release happening soon.
- Annual Meeting
 - Switching up a bit, it will be a mixer instead of a formal dinner.
 - Appetizers, cash bar, general annual meeting.
 - Maryjane Lawrence looking for direction from the Board on a location.
 - Lake House at High Peaks Resort

VIII. Regional Reports

- Lake Champlain Region - Beth Hill
 - Beth Hill has been traveling since mid-October
 - The balmy weather has good for events at Fort Ticonderoga.
 - Cycle Adirondacks will go right up Lake Champlain, and through Ticonderoga.
 - Jim McKenna is working on bringing the Bass Federation to Ticonderoga and the Lake Champlain Region
- Saranac Lake - Melinda Little
 - Saranac Lake and Harrietstown officials had meeting with ROOST last week. It was a good meeting and very interesting. They appreciated being heard. Jasen/Jim did a good presentation.
 - Work continuing at Hotel Saranac.
 - Other hotel project going to be back on track soon.
- Schroon Lake Region - No representative
- Whiteface Region - Bob Hockert
 - Whiteface Region Visitors Bureau year end party tomorrow night at Whiteface Mountain
 - This Sunday Santas ski for free at Whiteface (needs to be full costume)
- Tupper Lake - Adam Boudreau
 - Annual SnowBall this weekend at Big Tupper
 - Highway work continues
 - Three old buildings been ripped down
 - Many buildings being renovated
 - Big Tupper Brewing going right off Park Street

- Jim McKenna: The work in Tupper Lake has been noticeable
- Hamilton County - Laura O'Brien (not present, no report)
- Franklin County - Jim McKenna

IX. Updates on Open Issues

- Reservations System moving forward
- Board Nominations were mailed out
- Annual Meeting (Monday, January 18, 2016) - covered earlier in meeting
 - This will be the only January board meeting.

X. New Business

- Mike Beglin: In view of what's going on, a few customers have commented about how you would be crazy to visit anywhere other than Lake Placid. From New York City, they can leave work at lunch and be in the hotel by dinner.
- Cris Lussi: How is Holiday Stroll going?
 - Maryjane Lawrence: We're getting good feedback, a lot of hotels saying their strongest year.
- Jim McKenna: I started discussions today with IRONMAN about an annual 70.3 race starting in 2017
 - The brand is very powerful
 - Is any reason why we should not pursue?
 - Cris Lussi: There is golf and conference revenue being displaced by IRONMAN, is that the right time/date to have another IRONMAN race?
 - The date can be discussed, and we need to look at economic impact.
 - The value of IRONMAN is more than the one day.
 - IRONMAN 70.3 is a growth vehicle right now and IRONMAN branding has a high value.
 - There is a push to build TinMan this upcoming year.
 - ToughMan has it's last contracted year coming up
 - Lake Placid has one more year left in the contract for the July IRONMAN event.

XI. Adjournment

- Moved by Bob Hockert. Seconded by Chris Lussi. All in favor.
- Meeting adjourned at 6:45 p.m.