

ROOST Board Meeting Notes
Tuesday, February 9, 2016

Board members present:

Mike Beglin
Marc Galvin
Jill Cardinale
James Lemons
Bob Hockert
Jecinda Hughes
Chris Ericson
Melinda Little
Ed Finnerty
Cris Lussi
Beth Hill (via phone)
Laura O'Brien (via phone)

Board members absent:

Justin Smith (excused)
Charlie Cowan (excused)
Adam Boudreau (excused)
Sarah Wilson (excused)

Staff present:

John Huttlinger, Sr.
James McKenna
Maryjane Lawrence
Kim Rielly
Jasen Lawrence
Kerry Shannon Blinn

Meeting called to order at 5:31 p.m.

I. Approve Agenda

II. Approve Minutes

- Discussion:
 - Cris Lussi: In the meeting notes, it currently says who attended. Should it also note who is absent? Also, the bylaws states that you can only miss a certain number of meetings and remain on the board.
 - Moving forward, notes will include those absent.
 - If a board member lets us know they will cannot attend, that is an excused absence.
- Approve December 2015 regular meeting notes - Moved by Ed Finnerty. Seconded by Chris Ericson. All in favor.
- Approve January 2016 annual meeting notes - Moved by Ed Finnerty. Seconded by Jill Cardinale. All in favor.

Mike Beglin: I would like to deviate from the agenda to cover handout. (**Attached.**)

Discussion regarding handout:

Melinda Little: The organizational chart is clear and great, but do you have enough people?

Jim McKenna: We were light in operations, but we recently solved that with Mary Gallagher's new position (Operations & Service Coordinator.) Also, when you have multiple boards to report to, it needs to be multiple people doing the reporting, so sometimes it's Jasen Lawrence or Kim Rielly going to the Board of Supervisors instead of me.

Comments on this handout?

- Jim McKenna: The Franklin County contract parallels Essex County contract; as occupancy tax grows, the budget grows.

Board Retreat:

Thursday afternoon, with reception (3 p.m. - 7 p.m.)

Friday morning, including lunch (9:30 a.m. - 1 p.m.)

Retreat will negate the regular meeting.

Location to be determined.

Introduction of new board member, Jecinda Hughes, to the rest of the board.

- Mike Beglin: Let the record reflect that Jecinda has received onboarding documents.
 - Mike Beglin reaffirmed everyone on the board also has this onboarding information, and can get it if they need it again.

III. Accept Financials - Charlie Cowan & John Huttlinger

John Huttlinger: We are getting a financial statement format, and broken out by regions. There are two statements that Karen Meister prepares. The Chamber packet she provided has two statement of activity reports. We took approved budget and spread the data on a monthly basis to best of our knowledge. We can address changes or concerns a little more readily. We are trying to decide on how to design the report, a large spreadsheet might be too much for meetings such as this. There are a couple of items that we need to look at, but overall the reports are good.

Cristina Lussi: To make it clear, because we have Lake Placid Chamber of Commerce, Inc., we need to have a header here. (Indicating on subsequent pages of report.) When you start to separate the pages out, it gets very confusing.

- John Huttlinger: Karen runs these off Quickbooks, which is fine, we're going to manipulate the layout a little more. Downloading to an Excel spreadsheet may work and give us that flexibility we need. I'll work with her on that.

John Huttlinger: Looking at the Statement of Financial Position. Jim and I spoke about cash flow a bit and analysis.

- Jim McKenna: Concerned about cash flow and would like to look at on a more regular basis.
- John Huttlinger: There will be some minor changes based on the audit, but nothing major.

John Huttlinger: Regarding the LPECQD report produced off of Quickbooks. There is a lot of activity surrounding the time for Empire State Winter Games. Nothing out of sorts here. This report includes salaries and wages now.

- Cris Lussi: Where did the sponsorship of MarketNY end up?
- Jim McKenna: That won't show up yet, you have to spend it and then get reimbursed.
- Cris Lussi: But that should be somewhere, right? As a receivable?
- Mike Beglin: You're right, it should be.
- Jim McKenna: It'll be at least a month.
- John Huttlinger: We can put that number in.
- Jim McKenna: The grant amount needs to be matched, and we have done that with new money. It's basically registrations and sponsorships. Biggest sponsor was Community Bank this year, and we have a vocal commitment from them for next year. And a number of other sponsorships that we had this year. What we've got now is the ability to take these Games to the next level next year.
- Ed Finnerty: With the 501c3, that second checking account, is that money left over from the Mara Smith?
- Jim McKenna: Yes. We acted as the 501c3 for her, and that money is still present.

John Huttlinger: Audit was completed in December, however the reports were delayed due to an employee illness. Planning on starting 2015 audit as soon as possible.

Motion to approve the financials. Moved by Ed Finnerty. Seconded by Chris Ericson. All in favor

IV. CEO Report & Departmental Updates - Jim McKenna

Empire State Winter Games

- When we started with the Empire State Winter Games, we wanted to grow the events, expanded the Games around the region, and rebrand them.
- Cris Lussi: Do we copyright those new logos?
 - Jim McKenna: Not yet, but we need to.
- Viewing of Empire State Winter Games video.
- Now that we have the skilled videographer this is easy to turn around in house
- Tait Wardlaw has been instrumental in putting on the new events and the rebranding.
- The plan for next year is to redress all the venues in the new branding.
- Titus Mountain leant a snow maker to Pisgah, and ORDA leant a CAT to Pisgah, these organizations were all working together to make sure the Games worked.
- We would like to add additional day for future years, possibly starting on Thursday.
- Chris Ericson: I love the direction this is going in. You need to revisit opening ceremony though.
 - Jim McKenna: We agree, and we want to up the ceremony and the spectator base.

Miscellaneous

- Airbnb will now collect occupancy tax where applicable and filter it to counties. We will be looking into this.
- We have started talking to Malone, to hopefully come up with an agreement similar to those we have in Tupper Lake and Saranac Lake.
- Hamilton County is doing program with Adirondack Trail Towns, setting up itineraries throughout the Adirondacks.
 - They have requested that we take \$60,000 of their grant and hire an employee to implement the program.
 - This person would work in our Tupper Lake office (centrally located to the program region.)
 - We would also provide some in-kind services.
 - Potential for self funded component in the long run.
 - Need board approval.
 - Motion to proceed. Moved by Melinda Little. Seconded by Jill Cardinale.
 - Any questions? - No.
 - All in favor

IRONMAN 70.3

- Jim McKenna: I have spoken to everyone who has direct involvement with the current IRONMAN race. Everyone is supportive of there possibly being an additional 70.3 race. The race has economic impact and weather proof. It also solidifies more training appeal here and would bring Lake Placid to another realm. A 70.3 race has more growth potential than a full race. Locally, this is 8 a.m. - 4 p.m. instead of 7 p.m. - midnight, which means less road closure. The host fee of \$100,000 (full is currently \$85,000) For volunteers we will look to colleges and high schools which will be in session.
- Cris Lussi: For those directly affected, such as golf and fishing, what are you going to do to help them not feel the pain of losing that business? They're losing hotel business.
 - Jim McKenna: I don't think there's anything we can do except help them figure out how they grow their markets too. Craig Wood Golf Course has an annual event that weekend, but the Supervisor is very willing to help make it work. Maybe we adjust the one way traffic, but there are ways to deal with these issues. Also, there is a smaller footprint with the road closures. It can be figured out.
- Ed Finnerty: With the contract, how many rooms do we need to contribute for their staff?

- Jim McKenna: About fifteen.
- The total cost will probably be around \$120,000 - \$125,000.
- Motion to authorize Jim McKenna to pursue the IRONMAN 70.3. Moved by Ed Finnerty. Seconded by Chris Ericson. All in favor.

V. Marketing Report - Jasen Lawrence

Presented year over year stats. (**Attached.**)

The Saranac Lake Winter Carnival Ice Castle video is currently the most popular video ROOST has ever done. Also, the Can/Am Pond Hockey video has been incredibly popular.

VI. Communications Report - Kim Rielly

Presented powerpoint. (**Attached.**)

Has been meeting with public relations contacts from other organizations to coordinate efforts.

Have increased ROOST presence in local media, links included in provided report.

Put press clippings [roostadk.com](http://www.roostadk.com) - (<http://www.roostadk.com/communications/press-clippings>)

In near future would like to set up orientation for new board members, and refreshers for existing. Kim Rielly will send email to board members to set this up.

VII. Conference & Service Report - Maryjane Lawrence

Right now the teams time is being spent executing conferences coming up in the spring, and there are a lot of moving parts to get conferences ready.

Mary Gallagher is a new addition to the team (Operations & Service Coordinator.) She is training, and sitting in on conference calls with meeting planners to get up to speed.

Sarah Wheeler is our new Conference Sales Manager.

We are working on the Adirondack Destination Marketing Summit on March 3rd.

The Lake Placid Job Fair is in May.

Working to possibly have some activity in Mid's Park during the holiday weekends and March Canadian break.

With Visitor Service, we are keeping them engaged in the region.

Cris Lussi: Can we run through the organization chart since there aren't names with the titles?

- Jim McKenna: They're on the website, under the staff directory on [roostadk.com](http://www.roostadk.com) (names, titles, photos, etc.)

Cris Lussi: Regarding the Annual Meeting, we need more bartenders for next year.

VIII. Regional Reports 1:37:00

- Lake Champlain Region - Beth Hill - Not present, no report.
- High Peaks Region - Jim McKenna - Previously covered in CEO Report.
- Saranac Lake - Melinda Little
 - The Winter Carnival Ice Palace is up.
 - The two hotel projects seem to be showing progress.
 - There might be something happening with Dew Drop Inn
 - Shop owners are submitting proposals for facade upgrades.
- Schroon Lake Region - No representative
- Whiteface Region - Bob Hockert
 - The Two-Fly is May 20th (fly fishing tournament.)
 - The annual Bike Fest is moved earlier (June 3 - 5) and is changed due to scheduling with Leadville.
 - Oktoberfest has been scheduled for October 1 - 2.
- Tupper Lake - Adam Boudreau - Not present, no report.
- Hamilton County - Laura O'Brien

- Report emailed ahead of time. (***Attached.***)
- Franklin County - Jim McKenna
 - Empire State Winter Games in Malone and built quite a bit of exposure for them through the Games this year.

IX. Open Issues

Cris Lussi: Does our DMAI accreditation expire in 2016?

- Kerry Shannon Blinn will check into the status of this and any outstanding items.

X. New Business

- 2017 IRONMAN 70.3 - covered earlier in meeting
- Rail-Trail
 - This is going to hit the APA this week, and people are asking us to take a position. Should we take a position?
 - Ed Finnerty: The public comment period has ended.
 - Jim McKenna: I think people want the ROOST endorsement.
 - Ed Finnerty: We already know what APA will recommend.
 - Decision that ROOST will not take a position.

XI. Adjournment

Moved by Melinda Little. Seconded by Chris Ericson. All in favor.

Meeting adjourned at 7:21 p.m.

In the February 15, 2012 meeting One of the major issues with the Empire State games. The need to keep them going and build on them was a topic.

I believe that year we had 850 participants and \$40,000 budget

The next year was roughly 1,100 participants and \$81,000

This year we anticipate 1,800 and over \$250,000 budget in addition to that we have secured a \$30,000 sponsor.

Create a better relationship and work closer with ORDA. Since then we have solidified our relationship in the conference center and look forward to our most especially her over. We are also working closer with them on events.

During our retreat of 2013 we had long-term goals. Amongst them one of the major ones was to find a mix of different sources of funding not just Essex county occupancy tax. (We have created contracts with Saranac Lake Franklin county Hamilton County and possibly Malone.)

ROOST should look to be more help as a middleman helping Yost get put together (we now have a 1% loan fund for hotel improvements being used in Speculator)

ROOST should help with regard to destination management and packaging, bundling make it easier to put together trips. (we have contracted with and Inntopia)

We should expand and promote the Adirondacks more than just Essex County. (we now have a contract with Franklin County Hamilton County Tupper Lake and Saranac Lake)

Do more for smaller and more independent operations like bed-and-breakfast a reservation system to help them (Inntopia)

Pursue expansion of of bed tax for vacation private rentals (this was accomplished and put into action in October)

Improve how ROOST is perceived by surrounding area (the recent letter from Clyde in last weeks newspaper says it all.)

In our meeting of August 2014 we wanted to rework and revise the bylaws of the 501(c)(3) to be sure to meet or regulations. (done)

Also a major goal was to expand empire state games into other venues and regions. We also wanted to make it a weeklong event as soon as possible. (As you are aware we have expanded into Franklin County.)

In our meeting of November 14, 2014 we talked about staff changes and restructuring since then
(We subcontracted on finances with Meister accounting and brought in a CFO in 2015).

We brought all webwork in house.

We set up our own servers and coders in house (now things that would take a week or more are done in hours)

Our end of year retreat and 2014 early 15 one of the major topics was reorganizing and optimizing staff roles and transfer from crisis management to goal orientation with structured management roles. The other major topic was succession for Jim

(Since then the office has been totally rearranged with vertical management. Now everybody knows who to answer to and what their main expertise is. The most recent action was the hiring of Glenn Pareira and a CFO.) (See graph of management organization.)

(Work is in progress and forward motion has taken place with respect to the secession of Jim.).

At that same meeting Cristina Lussi and the board said they're needed to be more transparency of the board. (We now have ROOST ADK which was established for more transparency.)

During the June meeting of 2015 Jill, Charlie and the board asked to have better information with regard to our contracts with the different counties and towns in order to understand where the money's going and if it makes sense. (The spreadsheet presented today goes a long way to answering that question.)

As an aside the biggest goal since I've been on the board was to increase our budget. We had reached a ceiling for the most part of funding through the occupancy tax revenues of Lake Placid. For years we were always under 2 million we are now well over 4 million

Website Sessions	2014	2015	% Change
Visit Malone	n/a	33,553	n/a
ADK Experience	91,899	292,724	218.5%
Lake Champlain	90,681	117,102	29.1%
Lake Placid	1,407,067	1,627,619	15.7%
Schroon Lake	84,538	112,747	33.4%
Whiteface Region	72,566	100,810	38.9%
Saranac Lake	210,791	328,707	55.9%
Tupper Lake	22,646	223,935	888.9%
Totals:	1,980,188	2,837,197	43.3%
Visit Adirondacks	865,577	1,014,770	17.2%

Post Details

Reported stats may be delayed from what appears on posts

Video Post



Saranac Lake ADK

Published by Jasen Lawrence [?] · January 28 at 5:08pm ·

Enjoy this birds-eye-view of today's construction of the Saranac Lake Winter Carnival Ice Palace!



Fly over the Winter Carnival Ice Palace
00:32

191,167 people reached

Boost Post

769 Likes 57 Comments 2k Shares



Like Comment Share

191,167 People Reached

93,449 Video Views

9,880 Likes, Comments & Shares

7,053 Likes	769 On Post	6,284 On Shares
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782 Comments	67 On Post	715 On Shares
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2,045 Shares	2,009 On Post	36 On Shares
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19,775 Post Clicks

4,440 Clicks to Play ⓘ	2 Link Clicks	15,333 Other Clicks ⓘ
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NEGATIVE FEEDBACK

71 Hide Post	14 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details



Video

Post



Lake Placid ADK



Published by Jasen Lawrence [?] · January 29 at 4:15pm · 🌐

Did you miss the [CAN/AM Hockey Group](#) pond hockey today? No worries, you can still catch it tomorrow!



126,039 people reached

Boost Post

439 Likes 41 Comments 1.3k Shares



Like Comment Share

126,039 People Reached

59,358 Video Views

6,473 Likes, Comments & Shares

4,502 Likes	439 On Post	4,063 On Shares
610 Comments	52 On Post	558 On Shares
1,361 Shares	1,316 On Post	45 On Shares

9,746 Post Clicks

1,853 Clicks to Play ⓘ	4 Link Clicks	7,889 Other Clicks ⓘ
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NEGATIVE FEEDBACK

52 Hide Post	8 Hide All Posts
0 Report as Spam	1 Unlike Page

COMMUNICATIONS DEPARTMENT UPDATE

JANUARY 2016



RECENT ACTIVITY

- In January/February so far: Fielded 24 media inquiries and 8 media interviews and provided resources/hosted media from Travel & Leisure, offmetro.com, and girls getaway writers from Paste Magazine, girlgonetravel.com, expedia.com, girlsgetaway.com, travlingirl.com, Forbeslife, Huffington Post and other freelance opps
- Supported promotion of “Invent your own perfect HOLIDay” campaign
- Attended Essex County Board of Supervisors Economic Development committee meeting
- Facilitated communications for ROOST Annual Meeting
- Attended Essex County Cuisine Trail organizational meeting
- Met with Ticonderoga Chamber staff and new Town Supervisor to discuss bass tournament and other event promotion
- Local PR distributed re: Tupper Lake open house meetings, 2016 Board of Directors, Conference Center schedule
- Contributed to PR for Empire State Winter Games
- Worked cooperatively with ORDA PR team to host girls’ getaway ski/spa media FAM in January
- Distributed bi-weekly ROOST News to marketing partner email list
- Wrote blogs for various destination websites
- Wrote news stories for various destination websites
- Managed assigned regional social media accounts on G+, Facebook and Twitter and LinkedIn.
- Met with Rebecca Steffan to coordinate ARTC region media relations with our efforts
- Ongoing coordination with PR subcontractors in NYC and Netherlands/UK
- Ongoing administration of “Invent your own perfect Snow Day” video contest/influencer campaign

RECENT MEDIA EXPOSURE

(DMO = ROOST interviewed or mentioned; DEST = promotion of contracted destinations)

Run date	Type of co	Publication name	Story title	Link
1/1/16	Dest	major Dutch online airline tick	DE CHICSTE SKI-OORDEN TER WERELD	http://blog.tix.nl/top-10/de-chicste-ski-oorden-ter-wereld/
1/2/16	DMO	WCAX	New Year events raise money for charity in Lake Placid	http://www.wcax.com/story/30871006/new-year-events-raise
1/5/16	Dest	divine.ca	offers page - A family winter getaway in Lake Placid!	http://www.divine.ca/en/offers/
1/11/16	DMO	LPN	Could region host the International Children's Games?	http://www.lakeplacidnews.com/page/content.detail/id/52458
1/12/16	Dest	Paste magazine	Hotel Intel: Whiteface Lodge, Lake Placid	http://www.pastemagazine.com/articles/2016/01/hotel-intel-v
1/13/16	Dest	ADE	ROOST to host public meetings Jan. 21 in Tupper Lake, Piercefield	http://adirondackdailyenterprise.com/page/content.detail/id/5
1/14/16	Dest	girl gone travel	Girlfriends Getaway to Lake Placid	http://girlgonetravel.com/2016/01/14/girlfriends-getaway-to-l
1/14/16	DMO	ADE	Siblings in sport	http://adirondackdailyenterprise.com/page/content.detail/id/5
1/14/16	DMO	LPN	Lake Placid gets an A for Plan B during the holidays	http://www.lakeplacidnews.com/page/content.detail/id/52460
1/15/16	DMO	Press-Republican	Sister Cities	not online
1/19/16	DMO	ADE	Children's Games seen as realistic for Lake Placid	http://adirondackdailyenterprise.com/page/content.detail/id/5
1/20/16	DMO	Press-Republican	In My Opinion: Working together promotes Adirondack region	http://www.pressrepublican.com/opinion/in-my-opinion-work
1/20/16	ESWG	ADE	ESWG torch run expands to 4 days	http://adirondackdailyenterprise.com/page/content.detail/id/5
1/20/16	DMO	LPN	Children's Games seen as realistic for Lake Placid	http://www.lakeplacidnews.com/page/content.detail/id/52463
1/22/16	ESWG	LPN	Empire State Winter Games torch run expanding	not online
1/22/16	DMO	LPN	ROOST announces 2016 borad of directors at Winter Social mixer	not online
1/23/16	DMO	ADE	ROOST focuses marketing for Tupper Lake	http://www.adirondackdailyenterprise.com/page/content deta
1/23/16	DMO	ADE	Hughes of Origin Coffee named to ROOST board	http://adirondackdailyenterprise.com/page/content.detail/id/5
1/25/16	ESWG	Press-Republican	Empire Games Torch Run expands to Malone	http://www.pressrepublican.com/news/local_news/empire-ga
1/25/16	DMO	Sun Community News	Essex County cuisine trail gains momentum	http://www.suncommunitynews.com/articles/the-sun/essex-c
1/27/16	ESWG	ILNY blog	Top Things To Do in February in NYS	http://www.iloveny.com/blog/post/2016/27/Top-Things-To-Do
1/27/16	ESWG	ADE	Year of expansion for ESWG	http://adirondackdailyenterprise.com/page/content.detail/id/5
2/2/16	ESWG	Press-Republican	Kids pass Empire State Winter Games torch	http://www.pressrepublican.com/news/local_news/kids-pass
2/3/16	ESWG	Malone Telegram	Malone hosts second day of torch run for Empire Winter Games	http://www.mymalonetelegram.com/mtg01/malone-hosts-se
2/5/16	ESWG	Press-Republican	Teamwork got Titus ready for Empire State Games	http://www.pressrepublican.com/news/local_news/teamwork
2/5/16	DMO	ADE	Saranac Lake awarded 2017 World Snowshoe Championships (update)	http://www.adirondackdailyenterprise.com/page/content deta
2/5/16	ESWG	ADE	Winter Games boost shops amid slow winter	http://www.adirondackdailyenterprise.com/page/content deta
2/5/16	ESWG	ADE	ESWG athletes take center stage	http://www.adirondackdailyenterprise.com/page/content deta
2/6/16	DMO	ADE	The road to Whiteface	http://www.adirondackdailyenterprise.com/page/content deta
2/6/16	ESWG	ADE	ESWG competitions underway	http://adirondackdailyenterprise.com/page/content.detail/id/5
2/7/16	DMO	Press-Republican	Tasty travels	http://www.pressrepublican.com/news/local_news/tasty-trav
2/7/16	ESWG	Press-Republican	Placid's Frantz wins ski-jumping gold	http://www.pressrepublican.com/sports/adult_youth_sports/p
2/8/16	ESWG	ADE	Winter Games aren't just competition; they're fun	http://adirondackdailyenterprise.com/page/content.detail/id/5
2/8/16	ESWG	ADE	Craig's daughter creates own miracle	http://www.adirondackdailyenterprise.com/page/content deta
2/8/16	DMO	Press-Republican	Saranac Lake to host World Snowshoe Championships	http://www.pressrepublican.com/news/saranac-lake-to-host-
2/8/16	ESWG	Press-Republican	Powell, Peterson win men and women Bike Cross	http://www.pressrepublican.com/powell-peterson-win-men-a

Hamilton County Regional Report - February 2016

Laura O'Brien

Indian Lake

- Yes, the lack of snow is affecting the businesses here. And we had to cancel the fishing derby, which would bring in over 200 fishermen. All of the times that I have been in Indian Lake Restaurant they have been busy, but I haven't had the chance to actually ask how business is.
- We will be having our Winterfest/SNOCADE event Feb. 12 - 20, and hopefully we will see some of our second homeowners around.
- Unfortunately, we have lost a lodging business. The Lone Birch Motel has closed and is for sale. Maybe someone will see the hole and fill the void. It is never good to lose beds within the community.

In Hamilton County, the following received awards:

- ANCA - \$750,000 for an innovative financing tool for energy efficiency and renewable energy projects.
- Adirondack Museum - \$63,000 for fabrication of its new exhibition the Adirondack Experience, which will open in May 2017.
- Town of Indian Lake - \$200,000 for main street revitalization.
- DRAG of Speculator - \$120,000 for grooming equipment for snowmobile trails.
- Indian Lake Theater - \$23,400 for part time tech and maintenance person.
- Great Camp Sagamore - \$251,950 for two projects: \$48,450 for upgrades to its Interpretive and Visitor Center; and \$203,500 for improvements to the Chalet building.
- Speculator Development - \$2.5M for Lake Pleasant Lodge expansion project.

Inlet:

- I am very happy to say that we had a much needed successful Adirondack Ice Bowl last weekend. The ice conditions were perfect for the 44 teams to play on the 4 rinks that were set up on Fourth Lake in front of The Woods Inn. Accommodations were full in both Inlet and Old Forge. Thousand of spectators on Saturday made everyone in the area happy. And then the very next day, the weather warmed up, the snow all melted and the lakes formed puddles on top of them. Snowmobile trail groomers were out on Sunday (Jan 31) smoothing things over, but have not been out since. This weekend the accommodations had many cancelations. And zero snowmobile permits were sold by Town of Webb/Inlet on Friday, February 5, which must be a record. The cross-country ski trails have also not been groomed since Sunday. They are icy with bare spots, and our ice skating rink had to be closed.
- It is snowing as I type this, and maybe a couple inches will bring some people back next weekend, but we really need a good 5-6 inches to be back in business.
- We have 3 weeks to get ready for our Frozen Fire & Lights on February 27. Hoping to have enough snow for the cardboard sled race and the youth snowmobile races planned. And for people to enjoy the cross-country ski trails at Fern Park. Everything else can happen without the snow. Full schedule is at www.frozenfireandlights.com.
- We were hoping to add snowmobile drag races to our February calendar on Chip & Cindy Sauer's track behind The Ole Barn (the same track that was used for the Shootout), and even had a date set for the 20th. Unfortunately this event is not going to take place this year, but we are planning to have one or two such races in place for next year.
- We do have vintage snowmobile races planned for the weekend of Old Forge's Snofest - March 11-13. These will be on an oval track on the ice near the Fourth Lake Boat Launch. They have not

confirmed which day yet, but hope to know soon. There may be youth races during this event as well.

- We also have “Let’s Get Crocked! and have some soup!” on the calendar for March 12 at noon. For this event we are asking people to bring in a crock pot full of their favorite soup to share and be judged by the people. A suggestion donation/entry fee of \$10 will be given to the local food pantry. A donation cup will also be set up for anyone else wishing to give.
- Our snowmobile season does not end until April 1st, but some of our winter businesses shut down after St. Patrick’s Day. And the school’s spring break is very early this year - starts March 19. Our schools get two weeks off for spring break - they do not take a winter break. So unfortunately, even if we still have snow the end of March, many locals will be out of town (myself included) because of this school break. This does not help extend our winter season.
- Looking ahead towards spring - I have started a t-shirt design contest for this year’s Community Pride Day shirts open to all ninth grade students attending school in Town of Webb, Indian Lake, Long Lake & Lake Pleasant. Details about the contest can be found at www.inletny.com. Community Pride Day is the day the towns all get together to clean up the streets and get ready for a prosperous summer. The event is always held on the first Wednesday in May.

Speculator

- Supervisor is very concerned for our local businesses, although a few have shown that a lot of hard work can keep the tourists and locals actively spending money in the community. Oak Mountain has done an outstanding job of keeping the mountain covered with snow, the lifts moving, great special events, and people fed with their great restaurant. We are very fortunate to have businesses like Oak mountain and Melody Lodge which keep the community open even when the weather doesn’t cooperate.
- On the flip side, with fuel costs down and the lack of snow the town is saving money which should show savings for taxpayers.