



Inlet Area Business Association Monthly Meeting Agenda

August 4th, 6:30 pm | Arthouse at the Warehouse

<https://us06web.zoom.us/j/89360985544?pwd=IHVRYABYnHKMLMXSlr0Z2bmO0FhhOT.1>



ROOST Works for us. The following from the ROOST 2026-2028 Destination Marketing & Management Plan



Demographic Profile by cardholder

- Family Cardholders: 36.8%
- Cardholders 55+: 39.9%
- Share of Cardholders \$101k+: 52.7%
- Overnight Trips: 48.8%



Look-to-Book Window (Time between visiting website and arrival in destination)



Social

- /ExperienceOurAdirondacks
- Coming in 2026
- /AdirondackExperienceADK

Adirondack Resident Sentiment Survey. Longwoods International Tourism Sentiment Survey

Meeting Recordings

Welcome to any new attendees

Regular Reports

- Chairman/Vice Chair (Jill Marsh/Lynn Durkin)
 - Jill
 - ROOST update – 7/15 with our territory lead, COO, Web Dev lead, and Marketing Director
 - Photo Shoots & Feeds from us
 - AI search results skyrocketing for our area
 - Chamber leader meetings
 - Best Decorated Business Blog Post
 - Log events - Events can be “wing night, Karaoke, sales, etc.”
 - IABA supports the Consolidated Funding Application to the NYS Office of Parks, Recreation and Historic Preservation (Town of Inlet/LivingADK)
 - Treasurer Nominations
- Treasurer (Jane Slack)
- Secretary (Holly Koeppe)
 - Approval of the last Meeting’s Minutes – On the IABA Website.
- Membership (Janet Cardella)

IABA REMINDERS

JOIN AN IABA MEETING - Meetings are held on the first Tuesday of every month at 6:30 pm. ALL ARE WELCOME! See all agendas and meeting minutes posted at <https://www.inletny.com/inlet/inlet-area-business-association>.

REVIEW IABA EMAILS WITH GREAT UPDATES - ALL IABA emails come from “Inlet Area Business Association <iaba@inletny.com>”. Please review all emails for GREAT information and updates. Updates to share? Send to Adele or Jill, and we will include them.

BECOME A MEMBER - Membership dues of \$50 annually can be paid online at [HERE](#). (See the IABA page on inletny.com linked above for the PayPal link.) Or hand a check to Adele Burnett, Jill Marsh (Chairperson), Janet Cardella (Membership), or Jane Slack (Treasurer).

IS YOUR BIZ LISTED (CORRECTLY) ON INLETNY.COM? ARE YOUR HOURS CHANGING? Let Adele know so she can make changes to the inletny.com page.

FEEDBACK? – Email Jill Marsh, Chairperson at jill.iabachair@gmail.com anytime. All feedback will stay anonymous & confidential unless approved to share.

- **115 paid members for 2026 as of 6/19. Goal: 120 total for 2026.**
- 9/1 – All Membership dues paid after 9/1 will be considered for payment for the 2027 membership
- Information Office & Town of Inlet Updates (Adele Burnett)

Prior Business/Action Review

- ACTIONS FROM July Meeting – No prior actions from last meeting.

General Topics

- Inlet Celebrates USA 250th! (Jill) KEY DATES:
 - APRIL 30th - E-Kits - **COMPLETE**
 - End of May – Hard-copy KITS hand-delivered to all above. **COMPLETE**
 - July 4th – Kids Parade & Colonial Play in conjunction with the Kids Carnival – **COMPLETE.**
 - **DATE CHANGE – August 8th – Boat Parade**
 - Early August – Best Decorated Business votes counted. **618 votes as of 7/21.**
 - August 15th – Birthday Cocktail Party at Sixth & Seventh. **8 tickets sold. DISCUSS NEXT STEPS.**
 - Throughout the Summer - History Walk
- Paws in the Peaks – August 8th (Janet Cardella)
- CAA Update (Trae Skinner)
- BFC Challenge Update (Adele Burnett)

Inlet Business Topics

- State of Business 2026 – open discussion
- Inlet Business Highlight
 - ArtHouse at the Warehouse
 - Camry Creative
- IACTF, Connie Perry

Public Comment – Any open comments are welcome.

IABA Meeting Locations & Future Business Highlights

- NEXT MEETING: Tuesday, September 8th, 2026 @ 6:30 pm – at Woods Inn. **(DATE & LOCATION CHANGE)**
- September Business Highlights – Possibilities: Drift Upstate Boat Tours, No Bull Dancer
- September Outside Org Review – Jamie Ceclia, AEDC; Kristy Kennedy, NCCoC
- ISO Meeting Locations for November, December & beyond
 - October Meeting – Viking Villages

Meeting Close

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Ongoing in Inlet

- Water Testing - Converse Labs Picks Up 10:00 a.m. Inlet Town Hall on the second Tuesday
- Banks Farm Stand 3:00-5:00 p.m. @ Inlet Common School – every Tuesday
- “Sunsets by the Lake” Summer Concerts 7:00-9:00 p.m. @ Arrowhead Lakefront – every Saturday in July

Upcoming Inlet Events – www.inletny.com/inlet/events

- August 8 @ 12:00-4:00 p.m. – Paws in the Peaks @ Fern Park
- August 8 @ 6:00 p.m. – Average American Boat Parade @ Fourth Lake/Arrowhead Lakefront
- August 15 @ 6:00-9:00 p.m. – America’s Birthday Cocktail Party @ Sixth & Seventh ADK Grill
- September 11 @ 10:00 a.m. – Adirondack Canoe Classic Viewing @ Arrowhead Lakefront
- September 12 @ 3:30 p.m. – Witches on Water @ Sixth Lake
- September 19-20 @ 10:00 a.m.-4:00 & 3:00 p.m. – Inlet Fall Festival @ Fern Park
- September 26 @ 3:00-10:00 p.m. – BBQ/Clambake @ Inlet Volunteer Emergency Services

CAA – Old Forge Events – <https://www.visitmyadirondacks.com> or on Facebook @ Old Forge Events.

Upcoming Meetings

- Inlet Area Community Task Force – Wednesday, August 5th @ 7:30 pm – Inlet Common School (Held 1st Wednesday of the month)
- Webb Town Board – August 11th @ 7:00 pm – Webb Visitor Center (Held 2nd Tuesday of the month)
- CAA Meeting – August 12th @ 5:30 pm – ? (Usually held 2nd Wednesday of the month)
- Inlet Town Board – August 12th @ 7:30 pm – Inlet Town Hall (Held 2nd Wednesday of the month)
- Inlet Planning Board – August 26th @ 7:00 pm – Inlet Town Hall (Held last Wednesday of the month)

North Country Chamber of Commerce Events – See the “Today’s Dose” e-newsletter you all receive for the list of events.

Board Members:

Chairperson, Jill Marsh

Vice-Chair, Lynn Durkin

Secretary, Holly Koeppe

Treasurer, Jane Slack

Membership, Janet Cardella

Member at Large, Connie Perry

Inlet Information Office, Adele Burnett

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