



Inlet Area Business Association Monthly Meeting Agenda

September 8th, 6:30 pm | Woods Inn

<https://us06web.zoom.us/j/81611521356?pwd=quSbFMBMcUFFI0Jw0FjMXixwhZbH35.1>

2025 2025 Visitor Study and Marketing Analysis – ROOST

Results from the 2026 state of business research on the agenda.

	5-Year Average	2025	2024	2023
Completed Survey Responses for Adk Region	5,450	3,885	4,195	9,717
Mean Respondent Income	\$109,200	\$118,000	\$112,000	\$110,000
Mean Age of Respondents	58	59	58	58
Average Night Stays/Party	3.8 Nights	4.3 Nights	4.1 Nights	3.6 Nights
Average Party Size	3.4 Persons	3.3 Persons	3.2 Persons	3.2 Persons

Meeting Recording

Welcome to any new attendees

Regular Reports

- Chairperson (Jill Marsh)
 - Jill
 - ROOST update - Town Photo session
 - Let Adele know your business updates
 - Treasurer Nominations
- Vice Chair (Lynn Durkin)
- Treasurer (Jane Slack)
- Secretary (Holly Koeppe)
 - Approval of the last Meeting's Minutes – On the IABA Website.
- Membership (Janet Cardella)
 - **116 paid members for 2026 as of 8/14.**
 - 9/1 – All Membership dues paid after 9/1 are considered payment for the 2027 membership
- Information Office & Town of Inlet Updates (Adele Burnett)

Business Topics

- Adirondack Economic Development Corp - Jamie Cecilia, Director of Lending; Santana Vicencio-LaBarre, Business Counselor; Victoria Duley, Executive Director

IABA REMINDERS

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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.

Prior Business/Action Review

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

General Topics

- Parking in town
- Inlet Celebrates USA 250th! (Jill)
 - 8/8 Boat Parade & 8/15 Live Music at 6th&7th sponsored by IABA went well! History Walk is still live! Birthday memorabilia at Kids Day – thanks, Greg & Toni Rudd! Best Decorated businesses are...
 - Recap mtg was held Tuesday, 8/25. Recap summary
- CAA Update (Trae Skinner)
- BFC Challenge Update (Adele Burnett)

Business Topics (con't)

- ADK USA Market - ROOST
- State of Business 2026
 - “The same thing on this end of the county and throughout the Adirondacks. The people are here, and the visitor numbers are up; they just are not spending like they used to. Doing more hiking and camping than shopping, dining, and lodging. June was bad for everyone. The rainy month really took a toll too.” - Christ Wilt, Director, Hamilton County Economic Development & Tourism
 - “Yes, as a private business owner, I have seen fluctuations this year, although it's been more up and down than a purely significant drop, per se. I will request a Zartico report for the Inlet area to see what numbers we can generate; hopefully, this will highlight action points for you and the IABA. For retail locations in Speculator, we've seen a significant drop in the \$30-\$75 spending range and higher-than-average spending under \$20 and over \$125 (which may indicate gaps in income streams). Many frugal visitors seem to be closely watching their spending.” – KC Morrison, Hamilton County Regional Manager, ROOST
 - NCCoC
 - NYS Traffic data – Karl Marsh
- North Country Chamber of Commerce
 - Kristy Kennedy - Vice President of Marketing
- No business highlights for today's meeting

Public Comment – Any open comments are welcome.

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IABA Meeting Locations & Future Business Highlights - NEXT MEETING: Tuesday, October 6th, 2026 @ 6:30 pm – at Viking Villages

- ISO Business Highlights and any outside organizations that wish to present.
- ISO Meeting Locations for November, December & beyond

Meeting Close

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

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

- September 11 @ 9:30-11:30 a.m. – Adirondack Canoe Classic passes through Inlet
- September 19 & 20 @ 10:00 a.m.-4:00 p.m. & 10:00 a.m.-3:00 p.m. – Inlet Fall Festival @ Fern Park
- September 26 @ 3:00-10:00 p.m. – IVES Annual BBQ & Clam Bake @ Inlet Volunteer Emergency Services
- October 3 @ 10:00 a.m.-3:00 p.m. – Adirondack Kids Day @ Arrowhead Park
- October 3 @ 11:00 a.m. – Oktoberfest @ Outer Space
- October 30 @ 5:30-6:30 p.m. Trunk-or-Treat @ Inlet Community Church
- October 30 @ 6:30 p.m. – Halloween Parade & Party @ Downtown Inlet & Inlet Volunteer Emergency Services

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

Upcoming Meetings

- Webb Town Board – September 8th @ 7:00 pm – Webb Visitor Center (Held 2nd Tuesday of the month)
- Inlet Town Board – September 9th @ 7:30 pm – Inlet Town Hall (Held 2nd Wednesday of the month)
- CAA Meeting – September 9th @ 5:30 pm – ? (Usually held 2nd Wednesday of the month)
- Inlet Planning Board – September 30th @ 7:00 pm – Inlet Town Hall (Held last Wednesday of the month)
- Inlet Area Community Task Force – Wednesday, October 7th @ 7:30 pm – Inlet Common School (Held 1st Wednesday of the month)
- Webb Town Board – October 13th @ 7:00 pm – Webb Visitor Center (Held 2nd Tuesday 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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