



AGENDA AND MEETING NOTICE
GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)
Winter Clove Inn, 557 Winter Clove Road, Round Top
Tuesday, March 26, 2013
9:30 a.m. to 11:00 a.m.

1. Approval of Minutes
2. Introductions of TAC Members and Guests (5 minutes)
3. Host Remarks – Lenore and Bud Whitcomb, Winter Clove Inn (5 minutes)
4. Great Northern Catskills of Greene County Destination Marketing Overview (Warren Hart) (15 minutes)
5. New Initiatives and Spring Tourism Seminar (Warren Hart) (10 minutes)
6. Discussion Topics (Focus on Family Resorts) (45 minutes):
 - a. Are the demographics of your visitors changing, and if so, how?
 - b. How much are you using paid media (on-line advertising, pay per click), and social media to bring awareness and customers to your business?
 - c. What new packages or concepts are you selling in 2013?
 - d. What additional services can the County Tourism Office assist you with?
7. TAC Member Discussion/Announcements (10 minutes)
8. Next Meeting Date and Location: April 25, 2013 – SPRING TOURISM SEMINAR, Kaaterskill Mountain Club, Hunter.

GREENE COUNTY TOURISM
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