



AGENDA AND MEETING NOTICE
GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)
Albergo Allegria, 43 State Route 296, Windham
Tuesday, June 25, 2013
9:30 a.m. to 11:00 a.m.

1. Introductions of TAC Members and Guests (5 minutes)
2. Host Remarks – Albergo Allegria B&B (5 minutes)
3. Great Northern Catskills of Greene County Destination Marketing Update (Heather Bagshaw) (15 minutes)
4. Discussion Topics (Focus on B&B's and Inns) (45 minutes):
 - a. What are the primary activities that your visitors are engaging in and are they different than the All-Inclusive Family Resorts visitors?
 - b. Are the demographics of your visitors changing, and if so, how?
 - c. How much are you using paid media (on-line advertising, pay per click) and social media to bring awareness and customers to your business?
 - d. What new packages or concepts are you selling in 2013?
 - e. What additional services or information can the County Tourism Office assist you with?
5. TAC Member Discussion/Announcements (10 minutes)
6. Next Meeting Date and Location: July 23, 2013, All-Inclusive Family Resorts Meeting, Baummans Brookside, Greenville.

GREENE COUNTY TOURISM
700 Rte 23 B
Leeds, NY 12451
800-355-CATS