



AGENDA AND MEETING NOTICE
GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)
Baumann's Brookside, 77 Johnny Cake Lane, Greeneville
Tuesday, July 23, 2013
9:30 a.m. to 11:00 a.m.

1. Introductions of TAC Members and Guests (5 minutes)
2. Host Remarks – Richard and Carol Schrieber, Baumann's Brookside (5 minutes)(Tour of Resort following meeting)
3. Great Northern Catskills of Greene County Destination Marketing Update (Heather Bagshaw) (15 minutes)
4. Discussion Topics (Focus on All Inclusive Family Resorts) (45 minutes):
 - a. How is the 2013 Summer Travel Season producing and how does it compare to last year?
 - b. Are the demographics of your visitors changing, and if so, how? Are you seeing changes this year? Any observations on the needs of the Greene County Resort Industry moving forward?
 - c. Questions, successes or concerns regarding 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 that you find are working? Please share your success stories, they are extremely helpful to your sister resorts.
 - 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: August 27, 2013, Golf Meeting, Catskill Country Club, Catskill.

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