



AGENDA AND MEETING NOTICE
GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)
Catskill Golf Club, Brooks Lane, Catskill
Tuesday, August 27, 2013
9:30 a.m. to 11:00 a.m.

1. Introduction of TAC Members and Guests **(5 minutes)**
2. Host Remarks – Eric Keeler, Catskill Golf Professional **(5 minutes)**
(Following Meeting, Catskill Rotary is holding its Annual Golf Tournament)
3. Great Northern Catskills of Greene County, Golf Advertising and Marketing Campaign Update (Heather Bagshaw and Kelly Frady) **(30 minutes)**
4. Discussion Topics (Focus on Golfing) **(40 minutes)**
 - a. Greene County International Golf Association Update, including Rip Van Winkle Golf Trail.
 - b. Are the demographics of your golfers changing, and if so, how? Are the geographic locations of your golfers changing, and if so, where are they coming from? What percentage of your business is attributable to Greene County residents versus second home owners?
 - c. What new packages or concepts are you selling in 2013 that you find are working?
 - d. Observations, successes or opportunities for 2014 regarding your paid media (on-line advertising, pay per click) and social media to bring awareness and customers to your business? Please share your success stories; they are extremely helpful to the other golf businesses and to the County for destination advertising.
 - 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: September 24, 2013, Sportsman, Historic Catskill Point

GREENE COUNTY TOURISM
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