



Greene County Tourism Advisory Committee Meeting Minutes

Date: Tuesday, June 25, 2013 9:30 a.m.

Location: Albergo Allegria, Windham NY

Attendance:

Committee Members Attending – Kevin Lewis, Chairman, Greene County Legislature Economic Development and Tourism Committee; Chuck Tomajko, Fairlawn Inn B&B; Troy Ketcham, Windham Mountain; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant; Betsy Jacks, Thomas Cole House; Bernadette Gavin, Gavin's Irish Country Inn

Legislators in Attendance - Patty Handel, Linda Overbaugh, Jim Hitchcock, Gene Hatton,

B&B Representative – Stephanie Jozic, Washington Irving Inn; Agnes Rudzinska, Mountain Treasure B&B; Ellen Weiss, George Ellen B&B; Marianne & Leslie Leman, Albergo Allegria; Joe Cuesto, Mountain Meadow Inn; Rebecca Segerstrom & Husband, Beds on Clouds B&B

Staff - Heather Bagshaw, Nancy Petramale, Teri Weiss, Karl Heck

Minutes:

The minutes of the May 21, 2013 meeting were approved.

Heather opened the meeting in Warren's absence, with introductions and thanking Marianne and Leslie, owners of Albergo Allegria for hosting the meeting.

Marianna and Leslie then spoke and gave a brief history of their business and then introduced their two sons', Justice and Max, whom have started their own coffee business called "Bean Wise". Both boys talked about their business and how it came to fruition, with the help of their parents.

Destination Marketing Report:

Heather gave a brief overview of the TAC organization and the work that it has completed and is continuing to do. She described the destination marketing plan, and its goal to increase visitors to the County.

She talked about the ongoing work that is taking place within the County Tourism office, press releases, and pitches for travel writers, internal and external newsletters, consumer trade shows, social media and the importance of website presences. She gave an example of the Michael J. Quill recently updated

their website and have since received an substantial amount of new hits to their site. All of this is enhanced by using key words and word searches.

Heather also spoke about the importance of having Google Analytics on your site along with it being searched engine optimized, "your website is your front door to your business", it needs to be up to date and creative.

She also briefly touched on items such as, broadcast productions, actions shots, video, outdoor adventure, travel guide requests, recently updated our outdoor adventure web pages; hiking/fishing/biking and fishing tournaments. And are currently working on the dining guide, event calendar, and will be producing an antique and country store brochure.

Heather then described the Adventure Passport contest and the BOGO campaigns, along with listing the places that the Jeep Mobile Tour has already been too, and events it will be attending.

Suzanne and Chuck conducted the discussion topic session in which several questions were asked and discussed.

- Attraction of younger clients, which relates to smart phones, mobile applications website being smart phone friendly, Google analytics.
- Online reservations, using different search engines, Webervations.com, B&B.com, Booking .com.
- New York State Hospitality and Tourism Association (NYSHTA)- Chuck recommends everyone get involved with them.
- Look at your trip advisor reviews.
- Governor Cuomo investment in tourism for NYS.
- Keeping guest within the County and keeping your place full – know what is available to do, festival, attractions, outdoor activities. Have a telephone tree with other facilities if yours is full.
- International visitors.
- Local transportation.
- Additional tourism services, like, hiking info, D.E.C maps available, Windham Path Trail.

The next meeting date and location is July 23, 2013 - All-Inclusive Family Resorts, at Baumman's Brookside, Greenville. 9:30 to 11:00.