



AGENDA

GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)

Greene County Office Building
Fourth Floor Conference Room #430

Tuesday, September 24, 2013

9:30 a.m. to 12:30 p.m.

Lunch Provided

1. Introduction and Meeting Goals (Warren Hart, Kevin Lewis)
2. GNC 3.0 – 2014 Destination Marketing Strategy (Heather Bagshaw; HANDOUT) **(20 minutes)**
3. 2013 Big Picture Overview (Heather Bagshaw, Kelly Frady - Adworkshop; HANDOUT) **(40 minutes)**
4. 2014 TAC Marketing Plan Discussion, Special Projects (Facilitated by Adworkshop, Heather Bagshaw; HANDOUT) **(120 minutes)**
5. Next Meeting Date and Location

GREENE COUNTY TOURISM

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