



## AGENDA

### GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)

Greene County Office Building  
Fourth Floor Conference Room 427

Thursday, November 21, 2013

9:30 a.m. – 11:00 a.m.

1. Approval of Minutes
2. Business Meeting Objectives (Warren Hart, Kevin Lewis) **(5 minutes)**
3. 2014 TAC Campaigns (Heather Bagshaw) **(25 minutes)**
  - a. Adventure Campaign (PowerPoint)
  - b. Destination Wedding (PowerPoint))
  - c. TV Advertising (Winter/Summer) (PowerPoint)
4. 2014 TAC Priority Projects (Heather Bagshaw, Kelly Frady) **(25 minutes)**
  - a. Adaptive Website (Desktop, Tablet, Mobile)
  - b. On-Line Reservation System
  - c. Strategic Website Assessment Grants
5. 2014 TAC Budget Preview & Discussion (Warren Hart, Heather Bagshaw; Handout) **(30 minutes)**
6. TAC Member Announcements (Kevin Lewis) **(5 minutes)**
7. Next Meeting Date and Location

### **GREENE COUNTY TOURISM**

700 Rte 23 B  
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