



BUSINESS ADVISORY COMMITTEE MEETING MINUTES

November 19, 2014
411 Main St. Catskill, NY
9:30 a.m. - 11:00 a.m.

Committee Attendance – Jeff Friedman, Greene County Chamber of Commerce; Ted Banta, Columbia Greene Board of Realtors; Mike McCrary, Hunter Chamber of Commerce; Anita Buyers, Broadway Marketing, Hunter Chamber of Commerce; Kay Stamer, Greene County Council on the Arts; Fawn Potash, Greene County Council on the Arts; Patty Handel, Chairperson, Economic Development and Tourism Committee

Staff – Shaun Groden, County Administrator; Warren Hart, Teri Weiss, Karl Heck, Frank Alguire

Others in Attendance – Lea Cullen Boyer, Greenguru Network

County Administrator Groden opened the meeting thanking everyone for their participation in this very important and vital campaign. The Business Advisory Committee has been modeled after the successful Tourism Advisory Committee. Small business growth and increasing the awareness of the importance of buying local is what our County thrives off of. The Legislature has made a financial commitment to this program, and we want the business community to understand that we support and rely on their success. “The County is willing to spend money to make money and the success of our business community is paid back to the County in many ways”.

Teri Weiss, Marketing Coordinator briefed the Committee on the status of the project, including soft launch of the Buy in Greene/Invest in Greene website at the end of October, reminding everyone that they were asked to review the site and come to the table with their suggestions and recommendations; review of the collateral materials, including the store posters, rack card, and window stickers; the business outreach packages for distribution to businesses with instructions on how to participate; creative layout for holiday shopping ads and media purchases.

The overall consensus was that the new site was inviting, informative, represented the county business climate and regions well, and easily navigable.

Suggestions and recommendations for the website:

- Better representation of the Creative Economy group.
- More vibrant photos/use local photos, non-stock ones/videos.
- Change the scrolling hero picture to a Main Street scene.
- Add more “exciting” business photo’s not just ribbon cuttings.

Suggestions and recommendations for the poster and other collateral:

- Disregard regional colors, will reconsider for future marketing collateral.
- More of a downtown focus.
- QR codes will be added to collateral material.
- Less wording more direct visual on the posters.

Warren mention that our current library of downtown, community photos is limited, but overtime we will build a great catalogue as we have done with tourism.

Warren also mentioned how important it is for the County, Chambers and businesses to support this program and that one of the major goals of the website is to demonstrate through news, highlights and success stories of all the business activity taking place around the county.

The decision was made to proceed with the online holiday advertising. Kathleen was going to revise the creative, and everything would be forwarded onto the committee via email. Distribution of the poster, window sticker, rack card and business participation guide would be in January.

A decision was also made to discontinue the marketing of the 5% Discount card as the new website and content management system is more robust, allowing businesses to directly add content, photos, including discount packages. If the individual businesses choose to still honor the card, it’s strictly up to them, but we will no longer be promoting it. We will be notifying the businesses that currently honor the card of the change.

Kathleen brought a sample of the business outreach package and reviewed with the committee. One of the recommendations from the committee was to condense this down to one double sided sheet if possible, but to have a welcome cover letter signed by the Chairman of the Legislature to go with it.

Teri recommended if anyone has local photos, stories or suggestions, please forward them onto her. And at anytime there is a new business or business closing to advise her of it, as it will help to ensure that the website is up to date and fresh.



Warren spoke briefly about the Consolidated Funding Application (CFA's) that was submitted on behalf of the Buy In Greene, Invest in Greene program, stating that the announcement regarding the grants will be in early December.

No date was set for the next meeting. Teri would be in contact with everyone via email with revised ads and collateral and a date would be determined after that.