



Economic Development & Tourism Committee

411 Main St.
Catskill, NY 12414

Committee Meeting
<http://greengovernment.com/>

~ Agenda ~

Monday, December 15, 2014

6:00 PM

Caucus Room 468

Economic Development and Tourism Members: Chairperson Handel; Legislators Overbaugh, Hitchcock, Gardner, H. Lennon and Seeley

Call to Order

Proposed Agenda Items:

1. Authorizing The Commencement Of Legal Action Against 2351 Route 145, Inc.
2. Rescinding Resolution No. 215-14 Authorizing Economic Development Loan Field Goods LLC
3. Authorizing Economic Development - Loan Field Goods LLC
4. Authorizing Professional Services Contract Adworkshop & Inphorm (Lake Placid Advertiser's Workshop) Tourism Agency Of Record
5. Awarding Bid - Printing Of 2015 Travel Guide
6. Appointing Member - Industrial Development Agency

Information Items:

Business Advisory Committee Meeting Minutes November 19, 2014

Planning Board Meeting Notice and Minutes

Tourism Advisory Committee Meeting Minutes November 25, 2014

Adjournment



Resolution No.

**Authorizing The Commencement Of Legal Action Against
2351 Route 145, Inc.**

WHEREAS, on October 27, 2011 the County of Greene made a \$100,000.00 Economic Development Loan to 2351 Route 145, Inc.; and

WHEREAS, Robert Carey, Jr., and Christine Carey personally guaranteed the repayment of this loan; and

WHEREAS, the last monthly installment on this loan was paid on June 10, 2014; and

WHEREAS, demand for payment has been made on Robert Carey, Jr., as President of 2351 Route 145, Inc., but no payment has been made.

NOW, THEREFORE, BE IT RESOLVED, that the County Attorney is authorized to commence legal action against 2351 Route 145, Inc., Robert Carey, Jr. And Christine Carey in her discretion and judgment to recover the sums due to the County, together with costs, interest and attorney's fees thereon.

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee



Resolution No.

Rescinding Resolution No. 215-14 Authorizing Economic Development Loan Field Goods LLC

WHEREAS, on July 16th, 2014 the Greene County Legislature adopted Resolution No. 215-14 which authorized an Economic Development Loan to Field Goods LLC to purchase property located at 707 Flats Road in the Town of Coxsackie; and

WHEREAS, since that time, Field Goods LLC has decided not to purchase the property located at 707 Flats Road in the Town of Coxsackie;

NOW, THEREFORE, BE IT RESOLVED, that Resolution No. 215-14 which authorized an Economic Development Loan to Field Goods LLC to purchase said property is hereby rescinded.

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee



Resolution No.

Authorizing Economic Development - Loan Field Goods LLC

WHEREAS, Greene County has received Community Development Block Grant funding to establish the County's Microenterprise Assistance Program (MAP) and Quantum Fund Loan Funds (Federal and State); and

WHEREAS, the County's procedure for making loans from this loan fund requires that the Quantum Fund Committee review all loan applications and develop appropriate conditions for each of the loan proposals; and

WHEREAS, the Quantum Fund Committee met on November 5, 2014 and recommended that a loan be made to Field Goods LLC, for purchase of a property located at 742 Schoharie Turnpike in the Town of Athens;

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Department of Economic Development, Tourism & Planning be authorized to make a loan, subject to availability of funds, the loan approval requirements and stipulations of the Greene County Quantum Fund Committee, and the approval by the Greene County Attorney, to Field Goods LLC in an amount not to exceed \$160,000; and be it further

RESOLVED, that this resolution shall expire on March 17, 2015 and the loan approval thereby be rescinded, unless the Director of Economic Development, Tourism & Planning, in consultation with the Greene County Attorney, thereafter determines that there is sufficient reason to extend the term for loan closing and/or draw down of funds.

ATTACHMENTS:

- Economic Development Loan - Field Goods LLC (PDF)

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and
Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: December 15, 2014

SUBJECT: Quantum Fund Committee Recommendation; Authorizing
Economic Development Loan for Field Goods LLC

The Quantum Fund Committee met on November 5, 2014 and reviewed a loan request being made under Greene County’s Economic Development Revolving Loan Program. The Committee recommended that a Quantum Fund loan for \$160,000 be made to Field Goods LLC, for purchase of a property located at 742 Schoharie Turnpike in the Town of Athens.

Attached is a resolution that will authorize the loan.

Attachment: Economic Development Loan - Field Goods LLC (1502 : Authorizing Economic Development Loan - Field Goods LLC)

Field Goods LLC

Project Location

Field Goods LLC intends to purchase property at 742 Schoharie Turnpike in the Town of Athens, moving from the Flats Road facility where the company is currently operating. The new building will not only afford substantially more space, but includes refrigerated space, perfect for the needs of the company.

Summary

Donna Williams started Field Goods LLC as a subscriber delivery service making weekly deliveries of fresh fruits and vegetables in 2011 as a direct result of a consulting contract she entered into with the Greene County IDA in 2010. She was a successful applicant for a deferred principal & interest microenterprise loan (grant) from Greene County in 2011, and has met the terms and conditions of that grant. She has been very successful, currently employing 4 full-time and 18 part-time people, for a total of 13 full-time equivalent jobs. She currently has 2,000 subscribers, and delivers from Yonkers to Saratoga.

Donna was named one of *Hudson Valley Magazine's* Top Women in Business in 2013, and was named Ulster-Greene ARC's Employer of the Year for her work integrating developmentally disabled persons into positions with Field Goods.

The Project

The funds will be used to purchase the property.

Financing

Greene County Quantum Fund	\$160,000
Bank of Greene County	\$275,625
Grant	\$100,000
Field Goods Equity	<u>\$109,375</u>
TOTAL	\$645,000

Term: Fifteen (15) years.

Security: Second mortgage on property.

Personal Guarantees: Donna Williams.

Key Man Life Insurance: Donna Williams

Jobs: The owner will create eight full-time equivalent positions: two full-time, and twelve half-time.

Attachment: Economic Development Loan - Field Goods LLC (1502 : Authorizing Economic Development Loan - Field Goods LLC)



Resolution No.

Authorizing Professional Services Contract Adworkshop & Inphorm (Lake Placid Advertiser's Workshop) Tourism Agency Of Record

WHEREAS, the Greene County Department of Economic Development, Tourism and Planning (the Department) released a Request for Proposals (RFP) on October 15, 2014 for procurement of professional consultant services to engage an Agency of Record for tourism marketing, advertising and public relations services; and

WHEREAS, the Department received and evaluated six proposals in accordance with the best value competitive bidding requirements of Section 103 of GML; and

WHEREAS, it is uniformly recognized that tourism advertising, marketing and public relations is a Greene County economic development priority, which provides for a mechanism of delivery of information about Greene County as a visitor destination; and

WHEREAS, the Director of the Department of Economic Development, Tourism and Planning recommends that the Greene County Legislature enter into a professional services contract with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop) as Greene County's Tourism Advertising, Marketing, and Public Relations Agency of Record.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Legislature authorizes the Chairman of the Greene County Legislature to enter into a one year contract with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop, Inc.) as Greene County's Tourism Advertising, Marketing, and Public Relations Agency of Record, with annual renewal for a three year period, subject to review and approval as to form by the Greene County Attorney.

ATTACHMENTS:

- Adworkshop Professional Services Contract Memo 121514(PDF)

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism
Shaun Groden, County Administrator

FROM: Warren Hart, Director

DATE: December 15, 2014

SUBJECT: Authorizing Professional Services Contract with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop, Inc.) for Advertising and Marketing, Paid Media, Search Engine Optimization, and Public Relations

The attached resolution authorizes a professional services contract with Adworkshop & Inphorm (Lake Placid Advertiser's Workshop Inc.) as the County's Tourism Agency of Record to provide destination advertising and marketing, paid media, search engine optimization, and public relations services.

A Request for Proposals (RFP) was issued on October 15, 2014 pursuant to Section 103 of General Municipal Law and in compliance with Greene County's Administrative Manual. The RFP was posted on the Greene County website, in the official newspaper, registered with the state for compliance with MWBE goals, and with the NYS Contract Reporter. Six proposals were received, with agency submissions coming from Troy, Kingston, Ithaca, Syracuse, New York City, Lake Placid and Tallahassee Florida.

Adworkshop has assisted the county in redefining and launching a fully integrated destination marketing and advertising program with demonstrated successes in both website performance and public relations. The bi-weekly Analytics and Public Relations reports provided to the Legislature and the TAC clearly demonstrate the effectiveness of our tourism campaigns and performance of our Agency of Record. Adworkshop is exceptional at web design, site optimization, digital marketing and media buying. Services rendered by Adworkshop are professional, timely and competitive. Their services are critical to delivering our 2015 campaigns and I am recommending that Adworkshop's contract be renewed as our Tourism Agency of Record.



Resolution No.

Awarding Bid - Printing Of 2015 Travel Guide

WHEREAS, Resolution No. 286-14 authorized advertising for bids for printing of the 2015 Greene County Travel Guide; and

WHEREAS, the Clerk of the Legislature did advertise for such bids in the official newspaper on November 26, 2014; and

WHEREAS, the lowest responsible bid meeting all published specifications was that submitted by Vanguard Printing, LLC, 17 Hall Woods Rd., Ithaca, NY 14850, in an amount not to exceed the sum of \$36,210.00 for 90,000 Travel Guides, which includes a travel map in each guide.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Legislature accepts and awards the bid submitted by Vanguard Printing, LLC, to furnish 90,000 Greene County Travel Guides and Maps for 2015 in an amount not to exceed the sum of \$36,210.00 per bid specification.

ATTACHMENTS:

- 2015 Travel Guide Printing Bid Award Cover Memo 121514 (PDF)
- Travel Guide Bids Summary 121514 (XLS)

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee

MEMORANDUM

TO: Patty Handel, Chairperson, Economic Development and Tourism Committee
Shaun Groden, County Administrator

FROM: Warren Hart

DATE: December 15, 2014

RE: Awarding Bid – Printing of 2015 Travel Guide and Maps

Greene County received four bids for printing of the 2015 Travel Guide. The lowest bid was received by Vanguard Printing, LLC in the amount of \$36,210. 00 for the printing of 90,000 Travel Guides, which includes a travel map in each of the guides. Vanguard has printed the County's Travel Guide before and they have been responsive, therefore, I am recommending that Vanguard be awarded the bid. (Summary Attached)

Vanguard Printing	Tom Birch	17 Hallwoods Rd	Ithaca, NY 14850	603-224-7969
Kenyon Press Inc	Paul DeMarco	1 Kenyon Press Dr	Sherburne, NY 13460	607-674-9066 ext 223
Quad Graphics	Carol Smagalski	668 Gravel Pike	East Greenville, PA 18041	215-541-2723
Omaha Print	Frank Phillips	4700 F Street	Omaha, NE 68117	402-734-8944
Benchmark Printing Inc	Joseph Langan	1890 Maxon Road Ext	Schenectady, NY 12308	518-393-1361
Brown Printing Co	Ron Vanden Hoogen	515 South Chain Dr	Appleton, WI 54915	920-364-9061
Walsworth	David Vella	71 Daley Blvd	Rochester, NY 14617	585-413-3158
Dual Printing, Inc	Tom Zack	340 Nagel Dr	Cheektawaga, NY 14225	716-684-3825
Brigar Xpress Solutions	Jack Carson	5 Sand Creek Road	Albany, NY 12205	518-438-7817
Brown Printers	John Parry	363 Fifth Ave	Troy, NY 12180	518-235-4080
CMJ Printing Corp	Harris Seligman	313 West 37th St Suite 803	New York, NY 10018	646-674-8260
Courier Printing Corp	Hilton Evans	24 Laurel Bank Ave	Deposit, NY 13754	607-467-2191
Cummings	Mark Nakos	4 Peters Brook Dr, PO Box 16	Hooksett, NH 03106	603-623-5132
E P Graphics	Angie Richert	169 South Jefferson St	Berne, IN 46711	877-589-2145
GraphicColor Corp	Scott Depew	3490 North Mill Rd	Vineland, NJ 08360	856-691-2507
Harmon & Castello Printing	Frank Castello	164 Garden St	Poughkeepsie, NY 12601	845-471-9163
Maars Printing Service	Tony Serino	49 Oakley St	Poughkeepsie, NY 12601	845-454-6860
Offset House	Timothy Bird	89 Sand Hill Rd	Essex, VT 05451	802-764-4013
Reliance Graphics	Bob Fetterly	80 Pompton Ave	Verona, NJ 07044	973-893-0700
Ruder Finn	Steve Freidman	PO Box 336	Hunter, NY 12442	518-263-2072
Starfish Communications	Cheryl Elkins	19 Hollister St	Coxsackie, NY 12051	480-607-5337/731-2446
The Northeast Group	Chris Duley	12 Nepco Way	Plattsburgh, NY 12903	
The Village Printer	Mathia Coughlin	330 Pony Farm Rd	Oneonta, NY 13820	607-432-5259
Walter Snyder Printer	Donna Reardon	691 River St	Troy, NY 12180	518-272-8881
Velocity Print Solutions	John Burrows	705 Corporation Park	Scotia, NY 12302	370-1158 ext 204



Resolution No.

Appointing Member - Industrial Development Agency

BE IT RESOLVED, that **Dan Kelly** of New Baltimore, New York, be appointed a member of the Greene County Industrial Development Agency (replacing Dan Lacy) to serve at the pleasure of the Legislature, and be it further

RESOLVED, that a copy of this resolution be forwarded to the Secretary of State of the State of New York.

Meeting History

Current Meeting

12/15/14 Economic Development & Tourism Committee



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.



GREENE COUNTY PLANNING BOARD

MEETING NOTICE

Greene County
Economic Development,
Tourism & Planning

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director

December 17, 2014
Greene County Office Building, 411 Main Street, Catskill
Room 427
6:30 PM

AGENDA

1. Roll call
2. Approval of Minutes
3. Planning and Zoning Referrals
 - 14-42 Town of Catskill
Re: Area Variance
 - 14-43 Town of Windham
Re: Site Plan
4. Member Networking/Information Exchange
5. Correspondence
6. Other business
7. Adjournment

Please note the following procedures for attending meetings that begin after 5pm:

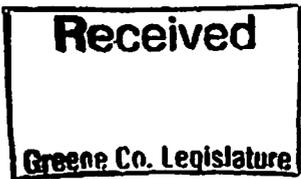
1. Please use the Water Street entrance to the building.
2. Please stop at the security desk and sign in, provide your name, date, time and room number for this meeting.
3. Please stop at the security desk to sign out when the meeting is adjourned.

Thank you for your cooperation.

REMINDER: Please call at least 24 hours prior to the meeting if you are unable to attend!



GREENE
BUSINESS



Attachment: Planning Board Meeting Notice and Minutes (1492 : Planning Board Meeting Notice and Minutes)



GREENE COUNTY PLANNING BOARD

Minutes of November 19, 2014 Meeting

**Greene County
Economic Development,
Tourism & Planning**

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director

Attendance was taken at 6:30 PM. Members present and absent were:

Present:

Thomas Poelker, Windham
Erik Allan, Ashland
Eva Atwood, Catskill T
Jim Dymond, Prattsville
Elizabeth Hansen, Cairo
Anthony Paluch, Athens T
George Carroll, Durham
John Cashin, New Baltimore
Harold Goldberg, Hunter V.
Mitchell Smith, Catskill V.
Josephine Michaud-Uhrik, Hunter T.
Jennifer Cawein, Lexington

Absent:

Peter Alberti, Athens V.
Arnie Cavallaro, Greenville
Cynthia LaPierre, Jewett
Lee McGunnigle, Tannersville

Also in attendance was Ed Diamante of the Greene County Department of Economic Development, Tourism & Planning.

Chairman Allan called the meeting to order at 6:55.

On a motion by Mr. Dymond, seconded by Mr. Smith, and with all in favor, members approved the minutes of the September 17, 2014 meeting.

The Board considered the following planning and zoning referrals:

14-41 Town of Prattsville, Approve: Site Plan regarding six unit apartment building at 15023 Route 23. On a motion by Mr. Paluch, seconded by Mr. Poelker, and with all in favor, members approved the referral with the standard local concerns disclaimer:

1. The approved plan should show detail on landscaping, lighting, stormwater drainage, water/sewer, and location and screening of outdoor storage.
2. Please note: An approval and/or local decision designation by the County Planning Board should not be construed as a recommendation that the referring agency approve the referral in question. An approval does not indicate that the County Planning Board has reviewed all local concerns; it indicates that the referral has



**GREENE
BUSINESS**



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met certain countywide considerations. Evaluation of local criteria is the responsibility of the referring agency.

Prior to the meeting, members attended the Planning Achievement Awards presentation at the Greene County Legislature. Three awards were presented as follows:

The Bank of Greene County received an award in the Historical Preservation category for the for the renovation of the former Catskill Savings Bank (1909-2001) at 341 Main Street, Catskill.

Cultivate Catskill received an award in the Community Improvement/Main Street Revitalization category for its efforts to improve and revitalize the Village of Catskill.

New York Spring Water received an award in the Economic Development category for in recognition of their efforts and success in building an innovative successful water bottling and processing business.

On a motion by Mr. Goldberg, seconded by Mr. Dymond and with all in favor, the meeting was adjourned at 7:50 PM.

Respectfully Submitted,



Ed Diamante, Secretary

Attachment: Planning Board Meeting Notice and Minutes (1492 : Planning Board Meeting Notice and Minutes)



Greene County Tourism Advisory Committee Meeting Minutes

**Date: Tuesday, November 25, 2014 - 9:30 a.m.
Bavarian Manor Country Inn & Restaurant**

Attendance:

Committee Members Attending –Patty Handel County Legislature, Economic Development and Tourism Committee; Russ Coloton, Hunter Mountain; Betsy Jacks, Thomas Cole House; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant; Troy Ketcham, Windham Mountain

Legislators in Attendance – Eugene Hatton, Joe Kozloski

Staff –Warren Hart, Heather Bagshaw, Teri Weiss, Karl Heck, Nancy Petramale

Heather thanked Suzanne for hosting. Suzanne spoke briefly about the success of her business, and about some of the events they host throughout the year. One of their very successful events is the Psychic Dinner, which she has several throughout the year. Cut Your Tree is another event coming up in December. She also creates many overnight stay packages to encourage increase visitors to her Inn and to experience Greene County.

Heather then presented the re-worked 2015 Tourism Advisory Committee marketing plan and budget Power Point incorporating the feedback and recommendations received at the last meeting. The recommendations were: to move forward with the creation of a Greene County Beverage Campaign, including assisting the local beverage producers with the formation of a state designated beverage trail; and a Motorcycle Campaign, with branded routes, and events that focus around them; the Safety Trail Campaign was eliminated from the budget.

The committee agreed to continue with the summer and winter TV advertising, mobile tour, and wedding campaigns for the 2015 budget. For the television advertising buy, Heather added that over half of the TAC advertising funds go towards TV advertising.

Warren then showed the committee a video that was provided by Gerry Tschinkel of Hunter Mountain that was created in partnership with Max BMW.

Heather continued the meeting demonstrating the website for the Kaaterskill Clove Experience, which was launched in October. It lives on the Great Northern Catskills site, but it's actually a website within a website. She mentioned it has its own landing page, map, packages/itineraries and resource page. The site showcases the art, history and culture of the Kaaterskill Clove along with the people that have made

the Clove and Greene County famous. In April we'll begin our digital marketing campaign which will include, social media marketing, press releases, banner ads, and rack cards.

There are 19 stops along the Kaaterskill Clove Experience and each stop has its own unique experience. We'll also be producing a rack card with information that will drive people to the website, and will be distributed widely throughout our region at our tourist destinations.

Warren added that we will continue to work with the Town of Hunter on the Mountain Cloves Scenic Byway and efforts to get the Kaaterskill Clove designated as a National Landmark through the US Department of the Interior.

Teri then demonstrated the new Buy In Greene/Invest in Greene website that was soft launched a few weeks ago. She explained the dynamics of the site, reviewed both the Buy In Greene pages and the Invest In Greene pages with everyone. She talked about the campaign, and the changes that have taken place including the re-branding of the program, new logo and the addition of the Invest In Greene campaign. Some of the other changes that have taken place are, overall messaging, branding, and the website was upgraded to an adaptive responsive site. Promotion of this campaign includes social marketing, digital advertising, use of Facebook and Linked In, and Pay Per Click advertising. She asked everyone to take a look at the site, and if they have comments to please contact her.

Warren also spoke to the committee regarding the Buy/Invest program, explaining the creation of the Business Advisory Committee, similar to the successful TAC, along with the financial commitment that the Legislature has made towards the program for 2015.

After the presentations Russ Coloton brought up the subject of the TAC membership, and the number of members who are unable to make the meetings. It was discussed and agreed that the Legislature should consider adding new members or fill vacancies.

There is no meeting in December due to the holidays so the next meeting will be in January with Heather to let everyone know where it will be held.