



# Economic Development & Tourism Committee

411 Main St.  
Catskill, NY 12414

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

## ~ Agenda ~

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Tuesday, February 17, 2015

6:00 PM

Caucus Room 468

Economic Development and Tourism Members: Chairperson Handel; Legislators Overbaugh, Hitchcock, Gardner, Van Slyke and Seeley

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### Call to Order

### Proposed Agenda Items:

1. Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator
2. Reappointing Members - Greene County Planning Board
3. Appointing/Reappointing Members - Tourism Advisory Committee
4. Accepting Grant And Budget Amendment Greene County Economic Development, Tourism And Planning Infrastructure Inventory And Development Project, CFA# 38891
5. Budget Amendment - Greene County Economic Development Tourism & Planning - Historic Catskill Downtown & Waterfront Enhancement
6. Budget Amendment - Greene County Economic Development, Tourism & Planning - "Invest In Greene" Campaign
7. Budget Amendment - Greene County Economic Development, Tourism & Planning - "Kaaterskill Clove" Project
8. Budget Amendment - Greene County Economic Development, Tourism & Planning - New York Main Street Grant

### Information Items:

Greene County Gateway Welcome Signs

Greene County Planning Board Meeting Minutes January 21, 2015

Greene County Tourism Advisory Committee Meeting Minutes January 29, 2015

### Adjournment



## Resolution No.

### **Authorizing Out Of State Travel - Greene County Economic Development, Tourism & Planning Nancy Petramale, Sr. Tourism, Sales & Marketing Coordinator**

BE IT RESOLVED, that Nancy Petramale, Sr. Tourism & Marketing Coordinator, from the Greene County Economic Development, Tourism & Planning Department be authorized to travel to Philadelphia, PA, March 20th through March 22nd, 2015 to attend Philadelphia Travel & Adventure Show; and

BE IT FURTHER RESOLVED, that the registration and travel costs for this travel show will be paid by Hudson Valley Tourism.

#### **ATTACHMENTS:**

- PA Travel - N. Petramale (PDF)

#### **Meeting History**

#### **Current Meeting**

02/17/15 Economic Development & Tourism Committee

**TRAVEL/CONFERENCE REQUEST AND REIMBURSEMENT FORM**

TODAY'S DATE: January 21, 2015

REQUEST FROM: Warren Hart, Economic Development, Tourism & Planning

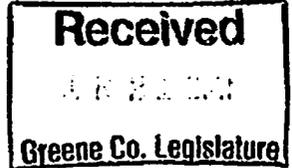
NAME(S) OF PERSON(S) Nancy Petramale  
ATTENDING CONFERENCE:

*Out of  
State  
Travel*

DATE(S) AND TIME(S) OF CONFERENCE: March 20-22, 2015

PLACE OF CONFERENCE: Philadelphia, PA

TOPIC OF CONFERENCE: Adventure and Travel Expo, Consumer Travel Show



REGISTRATION FEE: N/A Hudson Valley Tourism paying for reg.

HOTEL/MOTEL ACCOMMODATION FEE REQUESTED: No X

HOTEL/MOTEL ESTIMATED COST:

TRAVEL EXPENSE REQUESTED: YES NO  
PERSONAL CAR MILEAGE, PARKING & TOLLS ONLY

COUNTY CAR (if available) X TOLLS (if applicable)

AIR FARE  ESTIMATED COST ROUND TRIP:

TRAIN/BUS  ESTIMATED COST ROUND TRIP: Provided Free

MEAL EXPENSE REQUESTED: YES NO

CONTINUING EDUCATION CREDIT: YES  NO X

ADDITIONAL INFORMATION: Hudson Valley Tourism paying for registration, meals, hotel, gas and tolls.  
15.5 Hours O.T.

APPROVED \_\_\_\_\_ NOT APPROVED \_\_\_\_\_

APPROVED  NOT APPROVED \_\_\_\_\_

APPROVED  NOT APPROVED \_\_\_\_\_

\_\_\_\_\_  
Direct Supervisor

*[Signature]*  
Department Head

*[Signature]*  
County Administrator

Reimbursements are to be claimed on a monthly basis using this form and a voucher. Please list all reimbursable expenses, including meal costs, the cost of tolls and parking expenses, related meeting expenses, and personal automobile reimbursement. Both forms must be clearly itemized, approved by the Department Head, accompanied by actual receipts and are subject to audit by the Deputy Budget Officer before payment can be made. All requests for travel reimbursements are required to be submitted within sixty (60) days after the expense is incurred, pursuant to IRS Rule 1.62-2(c)(5).

***OUT OF STATE TRAVEL/CONFERENCE REQUIRES A RESOLUTION BY THE LEGISLATURE. PLEASE BE SURE TO REQUEST THIS IN A TIMELY MANNER.***

Attachment: PA Travel - N. Petramale (1559 : Authorizing Out Of State Travel - EDT & P - N Petramale)



# Philadelphia TRAVEL ADVENTURE SHOW®

**March 21-22, 2015**

Philadelphia Convention Center  
Philadelphia, PA

Join us as the Travel & Adventure Show takes over the City of Brotherly Love!

Philadelphia is one of the top 10 Hottest American Cities, and is the fourth most important DMA in the United States - a clear cut choice for marketing to educated, affluent, active travelers.

As the 2nd largest city on the east coast, with 46 million people residing within 200 miles of the city center and the third most populous downtown in America, complete with a major international airport - the Philadelphia Travel & Adventure Show is sure to impact your tourism business.

Add in one of the country's premier convention facilities, (the Pennsylvania Convention Center), plus our unrivaled show marketing machine including Television, Radio, Outdoor, Print, On-line, Social Media and all Philadelphia has to offer within a compact, walkable downtown and you're sure to have a great show!

## A Can't Miss Marketing Opportunity For 2015!

### PHILADELPHIA BY THE NUMBERS

- 2nd largest city on the East Coast
- 3rd most populous downtown in the United States
- 4th largest media market in the nation
- Philadelphia is #4 in number of Baby Boomers and in Affluent Baby Boomers
- Nationally, the Philadelphia DMA ranks 4th in consumer expenditures
- 5th largest city in the country (city population: 1,528,006 and regional population: 6,103,428)
- Philadelphia is #6 in Proportion of Adults in \$100,000+ Income Households. Over 1.5 million adults fall into this category.
- 46 million people live within 200 miles
- Philadelphia Airport is the 18th busiest airport in the world
- US News ranked Philadelphia as home to the best U.S. historic destinations.

**Exhibit at the Philadelphia Travel & Adventure Show**

Contact Us for More Information: Call 203-878-2577 or Email [sales@adventureexpo.com](mailto:sales@adventureexpo.com)

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# ADVENTURE SHOW. DREAM TO PLAY IT BOOK IT

PHILADELPHIA MARCH 21-22, 2015

Philadelphia Convention Center (McCormick)

Event Information

Philadelphia Convention Center (McCormick)  
 1161 Arch Street  
 Philadelphia, PA 19107  
 800-418-9000

9:30 S  
 25

Show Dates/Hours:

Public Show Hours:  
 Saturday, March 21: 10:00am-2:00pm, 6:30pm-9:00pm  
 Sunday, March 22: 11:00am-4:00pm

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Public Admission Fee:

Registration not yet open. Check back soon for ticket info.

Children under 18: Free Only with an adult

\* All children must be accompanied by a parent or guardian. To attend the public sessions you must be registered for the expo. No exceptions.

Re-entry: Visitors who must be born at address for SAVE DATA's re-entry.

travel

AFAR

jetset extra

DATA

Attachment: PA Travel - N. Petramale (1559 : Authorizing Out Of State Travel - EDT & P - N Petramale)



**Resolution No.**

**Reappointing Members - Greene County Planning Board**

BE IT RESOLVED, that the following individuals be reappointed as members of the Greene County Planning Board, representing towns/villages as indicated for three year terms which shall expire March 15, 2018:

<u>NAME:</u>	<u>TOWNS/VILLAGES:</u>
Anthony Paluch	Town Of Athens
Arnie Cavallaro	Town of Greenville
Harold Goldberg	Village Of Hunter

**Meeting History**

**Current Meeting**

02/17/15 Economic Development & Tourism Committee



## Resolution No.

### Appointing/Reappointing Members - Tourism Advisory Committee

WHEREAS, the Greene County Legislature continues to recognize the importance of tourism and its economic impact to the businesses and residents of Greene County; and

WHEREAS, on August 15<sup>th</sup>, 2012, the Greene County Legislature adopted Resolution No. 270-12 which established the Tourism Advisory Committee and appointed members; and

WHEREAS, the purpose of the Tourism Advisory Committee is to build industry support in the fulfillment of the County's Destination Marketing Program, with the primary tasks of providing important industry specific input on Advertising and Marketing; Advocacy, Communication and Education; and Economic Development projects;

NOW, THEREFORE, BE IT RESOLVED, that the following individuals be appointed/reappointed as members of the Greene County Tourism Advisory Committee, representing tourism businesses and tourism sectors as indicated for one year terms, which shall expire December 31<sup>st</sup>, 2015:

#### New Appointments:

NAME:

TOURISM SECTOR:

Chip Seamans  
(Windham Mountain)

Attraction (Ski Resort)

Lenore Whitcomb  
(Winter Clove Inn)

Lodging (Resort)

Denise Kerrigan  
(Zoom Flume)

Attraction (Waterpark)

#### Reappointments:

NAME:

TOURISM SECTOR:

Brian Christman  
(Christman's Windham House)

Lodging (Golf Resort)

Kevin Smith  
(Sunny Hill Resort And Golf Course)

Lodging (Golf Resort)

Carol Schreiber  
(Baumann's Brookside)

Lodging (Resort)

Suzanne Oldakowski  
(Bavarian Manor Country Inn And Restaurant)

Lodging (Inn/B&B)

Chuck Tomajko  
(Fairlawn Inn)

Lodging (Inn/B&B)

Russ Coloton  
(Hunter Mountain)

Attraction (Ski Resort)

Betsy Jacks  
(Thomas Cole National Historic Site)

Attraction (Arts and Culture)

**Meeting History**

**Current Meeting**

02/17/15 Economic Development & Tourism Committee



**Resolution No.**

**Accepting Grant And Budget Amendment Greene County  
Economic Development, Tourism And Planning  
Infrastructure Inventory And Development Project, CFA#  
38891**

WHEREAS, Greene County Economic Development, Tourism and Planning applied for and received notification of funding through Round Four of the Regional Economic Development Council Consolidated Funding Application (CFA) annual competition for the "Infrastructure Inventory and Development Project" in the amount of \$75,000.00; and

WHEREAS, The Greene County Infrastructure Improvement and Development Project will inventory and identify existing water and wastewater systems in the County. The review will incorporate publicly-owned infrastructure as well as any significant privately-owned systems. A basic evaluation of the permitted capacity and service areas for each system will be obtained as well as quantitative data regarding existing demands for service and any known future demands and potential service areas. In addition, any current plans for capital improvements will be documented. With this information in hand, an evaluation of potential economic development parcels will be conducted with both greenfield and infill development sites identified. The identification of potential economic development sites will be based on the provision of infrastructure as well as publicly available information regarding land use, zoning and other factors such as environmental constraints (e.g. significant documented wetlands, steep slopes, etc.). The County will work with the Greene County Industrial Development Agency, local municipal jurisdictions as well as private entities as appropriate, and procured professional services in executing the work.

NOW, THEREFORE, BE IT RESOLVED, that the Greene County Department of Economic Development, Tourism and Planning is hereby authorized to accept the Empire State Development Corporation (ESD) funding and begin the incentive proposal process; and be it further

RESOLVED, that the Chairman of the Greene County Legislature is authorized to sign any incentive proposals, contracts and other materials as required, subject to approval as to form by the Greene County Attorney; and be it further

RESOLVED, that the Greene County Treasurer be authorized to use \$37,500.00 from Restricted Fund Balance A 899 8020 2 and to amend the Greene County Department of Economic Development, Tourism and Planning budget by:

<b>INCREASE REVENUE</b>		
A 8020 3909	ECDT & P State Aid	\$37,500.00
<b>INCREASE APPROPRIATION:</b>		
A 8020 4500	ECDT & P Grants	\$75,000.00

**ATTACHMENTS:**

- GC Infrastructure CFA 38891 Round Four Forms (PDF)

**Meeting History**

**Current Meeting**

02/17/15 Economic Development & Tourism Committee



# Round Four Intake Form

4.a

Empire State Development: Hedley Park Place – 433 River Street, Suite 1003 – Troy, NY – 518-270-1130

<b>PROJECT NAME: Infrastructure Inventory and Development Project</b>		<b>CFA #38891</b>
<b>ESD Award Amount: \$37,500</b>		
<b>Award Date: 12/11/2014</b>	<b>Planning and Feasibility Studies</b>	
<b>GRANTEE INFORMATION</b>		
<b>Grantee Legal Name: Greene County Economic Development, Tourism and Planning</b>		<b>If DBA, DBA Name:</b>
<b>Address: 411 Main Street, Catskill, NY 12414</b>		
<b>Grantee Contact Name: Warren Hart</b>	<b>Title: Director, EDT&amp;P</b>	<b>Phone: 518-719-3290</b>
<b>Email: whart@discovergreene.com</b>		<b>Federal Tax ID #:14-6008694</b>
<b>If Grantee IS NOT Authorized to Sign Incentive Proposal and GDA, Please Provide Full Contact Info For That Person Below:</b>		
<b>Kevin Lewis, Chairman, Greene County Legislature, 411 Main Street, Catskill, NY 12414, 518-719-3270, klewis@discovergreene.com</b>		
<b>Organization Purpose (Product/Service): County Government</b>		
<b>A Brief Description of Grantee's Product/Service, Customer Base/Service Area &amp; Competition:</b>		
Greene County Economic Development, Tourism and Planning (EDT&P) provides planning services, spearheads county economic development initiatives, administers the County's revolving loan fund and business attraction programs, and manages county tourism services. Greene County EDT&P serves all residents and businesses within Greene County, NY, which includes 658 square miles, over 5,000 businesses, a population of approximately 50,000 with a workforce of about 23,000. Greene County's main competition for economic development opportunities are largely the other counties that also border the I-87 corridor, along with nearby areas in New England and New Jersey.		
<b>Project Physical Address (If Different From Above):</b>		
<b>Current Full-Time Employees (FTE) in All NYS Locations: 12</b>		<b>Current FTE at Project Location: 12</b>
<b>Part-Time, Seasonal or Full-Time Contract Employees at Project Location: 0</b>		
<b>PROJECT INFORMATION</b>		
<b>Project Description (please change if different)</b>		
The Greene County Infrastructure Improvement and Development Project will inventory and identify existing water and wastewater systems in the County. The review will incorporate publicly-owned infrastructure as well as any significant privately-owned systems. A basic evaluation of the permitted capacity and service areas for each system will be obtained as well as quantitative data regarding existing demands for service and any known future demands and potential service areas. In addition, any current plans for capital improvements will be documented. Having developed this catalogue, GIS mapping will be used to depict the reported services area of the various systems. With this information in hand, an evaluation of potential economic development parcels		

Attachment: GC Infrastructure CFA 38891 Round Four Forms (1583 : Accepting Grant And Budget Authorization - Infrastructure Inventory and



# Round Four Intake Form

Empire State Development: Hedley Park Place -- 433 River Street, Suite 1003 -- Troy, NY -- 518-270-1130

will be conducted with both greenfield and infill development sites identified. The identification of potential economic development sites will be based on the provision of infrastructure as well as publicly available information regarding land use, zoning and other factors such as environmental constraints (e.g. significant documented wetlands, steep slopes, etc.). Recommendations regarding infrastructure management and provision will be developed with an aim at maximizing the economic development potential of the identified sites. As appropriate, a preliminary cost estimate for recommended capital improvements will be developed. A document will be created that outlines the study methodology, analysis and results with recommendations along with illustrations of the service areas and potential economic developments sites. The project will also result in the generation of a tabular database of quantitative information gathered as well as GIS mapping files. The County will work with the Greene County Industrial Development Agency, local municipal jurisdictions as well as private entities as appropriate, and procured professional services in executing the work.

### Project Budget

(Please Change if different)

(Grant Award Cannot Exceed 50% of the Projects Total Costs)

**USES:**

Engineering: \$37,500

Contractual Services: \$37,500

Total: \$75,000

**SOURCES:**

ESD Grant: \$37,500

Grantee Equity (must be cash; at least 10% of total project cost):

Other:

Total: \$75,000

Project Start Date\*: Month      4 Year      15

Project Completion Date\*\*: Month      4 Year      16

\*Date should not be prior to IP acceptance date – No reimbursement of any project costs prior to IP acceptance date.

\*\*Actual project activity, not job creation.

### STATEMENT OF NEED – Why is ESD Funding Needed [ex: funding gap, competition from lower cost area, etc.]

Greene County has a strong need to be able to create new sites for economic development, and have those sites be as "ready-to-go" as possible to attract and service industry. Greene County was number one in the state in percentage job growth in 2014, and has identified this issue as critical to maintaining and expanding its job growth opportunities. While Greene County has continued to grow its population in recent years through immigration, many of the previously prepared sites for economic development have been utilized by companies such as Empire Merchants North(over 300 jobs), Serta Mattress (over 150 jobs), Ducommun AeroStructures (Greene County's largest manufacturing employer) and the recently-announced Ferguson Enterprises (likely 100 jobs). Greene County needs to renew its infrastructure opportunities and create a new prime list of sites and buildings for economic development, and believes the Infrastructure Project is the most effective way to create linked infrastructure and economic development opportunities in a cost-efficient manner that maximizes the

Attachment: GC Infrastructure CFA 38891 Round Four Forms (1583 : Accepting Grant And Budget Authorization - Infrastructure Inventory and



# Round Four Intake Form

4.a

Empire State Development: Hedley Park Place – 433 River Street, Suite 1003 – Troy, NY -- 518-270-1130

economic benefit of potential projects involving both re-use of existing buildings/parcels as well as expansion of service areas.

## Schedule

Provide a proposed schedule reflecting anticipated project milestones (should be consistent with CFA)

Start Date	April 2015 – Project Kick-Off Meeting(s). Greene County EDT&P, Greene County IDA, and Engineering professional services contractor. Outline milestones, establish communication methods, outline schedule, and goals, contract for professional services.
Interim Milestone #1. (if applicable)	June 2015 - The conclusion of the initial phase of the work, Data Gathering, is Interim Milestone 1. Work product will be the initial database of systems and available information.
Interim Milestone #2.	September 2015 - Analysis of the data gathered regarding the systems is the next step after data gathering and the conclusion of analysis regarding system capacities and demands as well as service areas is Milestone 2. A brief summary email or letter regarding the results of analysis identified to date in the focus areas is the work product.
Interim Milestone #3.	December 2015 - After analysis, focus areas will be the subject of review for potential economic development sites and recommendations for capital improvements. The conclusion of the identification of the sites and preliminary recommendations which will be summarized in a brief email or letter is Interim Milestone 3.
Interim Milestone #4.	March 2016 - Interim Milestone 4 will be achieved when a draft report and illustrations summarizing the methodology, data gathered, analysis and recommendations are provided for review.
Completion Date	April 2016 – Draft final report available for publication.

## Project Goals & Objectives

Propose Metrics which would reflect the extent to which you are achieving project goals and objectives. Note that grantees will be required to submit up to three (3) annual reports, beginning one year after disbursement)

<p><b><u>Project Goals</u></b> <i>What will the project achieve</i></p>	<p><b><u>Project Metrics</u></b> <i>How do we know you have achieved it and How do we document the achievement</i></p>
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Attachment: GC Infrastructure CFA 38891 Round Four Forms (1583 : Accepting Grant And Budget Authorization - Infrastructure Inventory and



# Round Four Intake Form

Empire State Development: Hedley Park Place -- 433 River Street, Suite 1003 -- Troy, NY -- 518-270-1130

<ol style="list-style-type: none"> <li>1.– Dissemination of Final Report to Focus Communities and Presentation.</li> <li>2. With local community support, select one or more sites to focus efforts to implement recommendations.</li> <li>3. Seek funding opportunities to implement recommendations and submit applications as appropriate.</li> <li>4. Market the target economic development site(s)</li> </ol>	<ol style="list-style-type: none"> <li>1. Meeting minutes documenting final report dissemination and presentation from presentations at various town and village board meetings</li> <li>2. Meeting minutes documenting community support by one or more focus sites.</li> <li>3. Copies of funding applications.</li> <li>4. Marketing materials/documentation of site information/visits, inquires, etc.</li> </ol>
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Attachment: GC Infrastructure CFA 38891 Round Four Forms (1583 : Accepting Grant And Budget Authorization - Infrastructure Inventory and



# Round Four Intake Form

Empire State Development: Hedley Park Place -- 433 River Street, Suite 1003 -- Troy, NY -- 518-270-1130

<b>GENERAL REQUIREMENTS</b>	
<b>Fees</b>	
<p>A \$250 application fee is due at IP acceptance.          1% Commitment fee – due at GDA execution (final signing)          Reimbursement of ESD’s public hearing costs - \$700 - \$800 for legal notice, public hearing officer &amp; court reporter, due at GDA execution (final signing)</p>	
<b>MWBE Requirements</b>	
<p>Typically, it is 23% (13% Minority, 10% Women) of the ESD award amount. MWBE utilization goals are established on a project by project basis and may vary. Utilization plan is required within ten (10) days of IP acceptance.</p>	
<b>Guarantees/Financial Information (for grants of \$250,000 or more)</b>	
<p>For all grants of \$250,000 or more, updated financial statements will be required from recipient organization prior to ESD board review (includes 3yrs audited financial statements, or tax returns, and interims if more than 6 months old).          For Business Investment (BI) Projects, a guarantee is required of any individual or organization owning 50% or more of the recipient organization, and updated financial statements will be required from the recipient organization and guarantor prior to ESD board review.</p>	
<b>Recapture (Typically Business Investment (BI) and Infrastructure Investment (II) only):</b>	
<p>For Business Investment (BI) projects, ESD will be entitled to recoup all or part of ESD’s grant if the recipient fails to reach or retain employment as agreed upon at the project location through the agreed upon commitment period (generally five years following project completion).          For Infrastructure Investment (II) projects, grant funds will be subject to pro-rate recapture if sale of property occurs within five years of disbursement of funds.</p>	

Attachment: GC Infrastructure CFA 38891 Round Four Forms (1583 : Accepting Grant And Budget Authorization - Infrastructure Inventory and



**Resolution No.**

**Budget Amendment - Greene County Economic Development  
Tourism & Planning - Historic Catskill Downtown &  
Waterfront Enhancement**

WHEREAS, Resolution No. 32-14, adopted January 15, 2014, awarded Greene County \$600,000.00 from the New York Department of State to fund the design and Construction of the Historic Catskill Downtown & Waterfront Enhancements; and

WHEREAS, the balance of this funding as of December 31, 2014 is \$600,000.00;

BE IT RESOLVED, that the Greene County Treasurer be authorized to amend the Greene County Department of Economic Development, Tourism & Planning 2015 budget by increasing the following accounts:

REVENUE:

A 8020 3909	ECDT & P State Aid	\$600,000.00
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APPROPRIATION:

A 8020 4500	ECDT & P Grants	\$600,000.00
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**Meeting History**

**Current Meeting**

02/17/15 Economic Development & Tourism Committee



**Resolution No.**

**Budget Amendment - Greene County Economic  
Development, Tourism & Planning - "Invest In Greene"  
Campaign**

WHEREAS, the Greene County Legislature authorized the Invest in Greene Campaign in the amount of \$120,000 for the year 2014; and

WHEREAS, this campaign was contracted to KathodeRay Media, Inc and as of December 31, 2014 the balance outstanding on this contract is \$53,138.38:

BE IT RESOLVED, that the Greene County Treasurer be authorized to increase the following account:

<b>APPROPRIATION:</b>		
A 8020 4705	Invest in Greene	\$53,138.38

**Meeting History**

**Current Meeting**

02/17/15 Economic Development & Tourism Committee



## Resolution No.

# Budget Amendment - Greene County Economic Development, Tourism & Planning - "Kaaterskill Clove" Project

WHEREAS, Greene County Department of Economic Development, Tourism & Planning applied and was awarded \$150,000.00 from Consolidated Funding and Application in Market New York funds, Resolutions No. 227-13 and 183-14; and

WHEREAS, this funding is to be used for projects focused on community development and job creation, tourism, waterfront revitalization, energy and environmental improvements, sustainability, and low cost financing; and

WHEREAS, the balance of these funds as of December 31, 2014 is \$140,001.00;

BE IT RESOLVED, that the Greene County Treasurer be authorized to amend the Greene County Department of Economic Development, Tourism & Planning 2015 budget by increasing the following accounts:

REVENUE:

A 8020 3909	ECDT & P State Aid	\$140,001.00
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APPROPRIATION:

a 8020 4500	ECDT & P Grants	\$140,001.00
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### Meeting History

#### Current Meeting

02/17/15 Economic Development & Tourism Committee



## Resolution No.

### Budget Amendment - Greene County Economic Development, Tourism & Planning - New York Main Street Grant

WHEREAS, Resolution No. 294-12, adopted August 15, 2012 awarded the Town of Prattsville and the Village of Hunter grants from the New York State Office of Community Renewals; and

WHEREAS, The Greene County Department of Economic Development, Tourism & Planning entered into agreements to assist in the development and administration of these grants; and

WHEREAS, the balance of these grants as of December 31, 2014 is \$35,625.00;

BE IT RESOLVED, that the Greene County Treasurer be authorized to amend the Greene County Department of Economic Development, Tourism & Planning budget by:

**INCREASE REVENUE:**

A 8020 2797	Other Local Gov't.	\$35,625.00
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**INCREASE APPROPRIATION:**

A 8020 4400	Grants	\$35,625.00
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#### Meeting History

#### Current Meeting

02/17/15 Economic Development & Tourism Committee



WELCOME

to

Greene  
County

*The Great  
Northern Catskills*



Attachment: PR002942420101101206342CountySig-CLIENT (1589 - Greene County Gateway Welcome Sign)





**GREENE COUNTY PLANNING BOARD**

Minutes of January 21, 2015 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
- John Cashin, New Baltimore
- Peter Alberti, Athens V.
- Harold Goldberg, Hunter V.
- Mitchell Smith, Catskill V.
- Cynthia LaPierre, Jewett
- Jennifer Cawein, Lexington
- Thomas Poelker, Windham
- Arnie Cavallaro, Greenville

Absent:

- Josephine Michaud-Uhrik, Hunter T.
- Lee McGunnigle, Tannersville
- George Carroll, Durham

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

Chairman Allan called the meeting to order at 6:30.

On a motion by Mr. Cavallaro, seconded by Mr. Poelker, and with all in favor, members approved the minutes of the December 17, 2014 meeting.

The Board considered the following planning and zoning referral:

**15-01 Village of Coxsackie, Approve:** Site Plan regarding addition of a 10 unit, one-story apartment building at Bethany Village. On a motion by Mr. Dymond, seconded by Mr. Smith, and with all in favor, members approved the referral with the standard local concerns disclaimer.

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

On a motion by Mr. Goldberg, seconded by Ms. LaPierre and with all in favor, the meeting was adjourned at 6:50 PM.

Respectfully Submitted,

Ed Diamante, Secretary



**GREENE  
BUSINESS**



DiscoverGreene.com



**Greene County Tourism Advisory Committee Meeting Minutes**

**Date: Thursday, January 29, 2015 - 9:30 a.m.  
County Office Building**

**Attendance:**

**Committee Members Attending – Betsy Jacks, Thomas Cole House; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant; Brian Christman, Christman’s Windham House; Denise Kerrigan, Zoom Flume; Lenore Whitcomb, Winter Clove Resort**

**Legislators in Attendance – Kevin Lewis, Chairman County Legislature; Eugene Hatton**

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

Warren opened the meeting, thanking everyone for attending the rescheduled meeting due to the snow storm. New members pending appointment were introduced and welcomed, Lenore Whitcomb from Winter Clove Resort and Denise Kerrigan from Zoom Flume. Warren reported that there were three resignations of the TAC committee members; Peter Maassmann, Bernadette Gavin-Palmieri, and Troy Ketcham. Both Peter and Bernadette resigned due to work and family time commitments. Troy has left Windham Mountain Resort employment and accepted a new position with the YMCA. Chip Seamans from Windham Mountain Resort will be the new representative. In February, the formal resolution appointing members to the TAC should be acted upon by the Legislature.

Heather and Warren recent met with Adworkshop reviewing the 2014 end of year reports and finalizing the 2015 destination advertising marketing plan. Heather stated that we exceeded our digital marketing goals and performed very well in 2014. The digital marketing world is ever evolving and changing, and so will we in order to maintain our high rankings. She then presented the 2015 Marketing Plan Point presentation to the committee. The EOY report will be emailed to everyone in February before the next meeting.

Two of our major projects for 2014 were fulfilled, being the launch of the adaptive responsive website and the interactive map. Changing to an adaptive website allows the site to be viewed on all technology devices in its proper format. The new interactive map exceeded our site usage expectations. People are quickly able to personalize their search for major attractions and lodging to coincide with their trip.

Attachment: January 29, 2015 TAC Minutes (1585 : TAC January 29, 2015 Meeting Minutes)

Additional goals met for the year, included: the production and distribution of a new Vacation Map, which for 2015 replaced the Places of Interest Map insert in the 2014 travel guide; and the addition of a Performing Arts landing page.

The Tourism Office continues to prioritize communication and education with our tourism properties and partners. In 2014 the Office distributed campaign creative and messaging, digital assets as well as media plans, via digital sharing using "Drop Box". Heather explained the benefits and features of it, how it enables us to share our large files, photos and videos with everyone.

Heather then reviewed the 2014 broadcast production and showed several video clips of our seasonal and adventure videos, along with the summer and winter TV commercials. She also talked about the use of 2014 Digital Pre-Roll that we created for Travel, Events, and Weddings. These are quick fifteen second video segments, something new to the digital marketing world.

Heather explained the 2015 Broadcast and Print production schedule. For broadcast production, we'll be capturing additional summer and winter b-roll video for broadcast TV commercials. Print production for 2015 will include a new golf brochure, which will be available next month, along with a beverage trail rack card and a motorcycle trail rack card to coincide with the launch of these two new TAC supported campaigns. The motorcycle and craft beverage campaigns will be launched in late Spring, early Summer, and will also include both still photography and video.

Heather explained the 2015 marketing strategy, the objectives, target markets, and the target audiences. Then she talked about each campaign, the season for each and the call to action. Heather also announced that the 2015 travel guide will be delivered next week. This year the release date was moved up much earlier making it available for the 2015 winter and early spring travel shows.

Heather then reviewed the paid media segment of the Power Point with the TAC, mentioning that it represents over 50% of the total 2015 budget. She explained the "Pay Per Click" campaigns and the significance of higher Google rankings along with our Search Engine Optimization.

Warren added that our site continues to perform well, and that we continue to be first in domain authority in the market. Adworkshop does a great job of keeping us at the top of the Google search rankings.

Warren then spoke about the craft beverage campaign. The Economic Development Office is simultaneously working with the local wineries, brewers, and distillers to organize a state designated Greene County Beverage Trail. The craft producers are responsible for the formation of a not-for-profit board, by-laws, officers, and terms of membership for the trail. The Economic Development Office is assisting the producers with application to the state for designation of the trail. We are also working with the Greene County Chamber on submission of a craft beverage grant application to ILNY seeking additional advertising and marketing funds through the State's

new program. In the mean time, the Tourism Office is working on the new craft beverage webpage.

Warren also spoke about the progress on the motorcycle campaign. Branded routes and ride sheets will be an important part of the campaign. The TAC added that a noticeable increase of Canadian motorcyclists are traveling into the Catskills looking for driving tours. Motorcycle maps of the Adirondacks and surrounding areas will be examined for interconnections with broader touring opportunities. The campaign will also directly leverage the large motorcycling events in the County, both on-road and off-road, including Hunter Mountain's Color in the Catskills and Blackthorne's Catskill Mountain Thunder.

Warren gave a brief overview of the newly released 2013 Economic Impact of Tourism in New York prepared by Tourism Economics for ILNY. The report highlights key economic trends and data for the State and then does a region by region breakdown. For the Catskills Travel Region a few Power Point slides were of importance:

- Tourism is most important for the Catskills and the Adirondacks.
- Tourism spending in the Catskills was over a billion dollars and grew by 2.8% (3<sup>rd</sup> highest percentage growth of the 11 travel regions)
- Tourism spending in Greene County was \$148.6 million dollars growing by 2.7% (2<sup>nd</sup> highest in the four county Catskill travel region) (Ulster 6.6%, Greene 2.7%, Sullivan -4.9%, Delaware – 0.3%).
- Greene County continues to be the most dependent upon tourism with 22.6% of all tourism employment in the region sustained by visitors.
- Tourism in the Catskills generated more than \$133 million in state and local taxes.
- Sales, property, and hotel bed taxes contributed more than \$72 million in local taxes.
- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$961 to maintain the same level of government revenue.

Warren then displayed the Greene County Tourism Gateway signs that are being designed, purchased, and installed through the Kaaterskill Clove Experience Grant. The signs are roughly three by four feet, and will be permitted and installed by the Greene County Highway Department at the major entrances into the County. The signs convey a simple welcome message to Greene County, uses the county tourism brand, and logo elements of the Great Northern Catskills, and depicts the shape of the county. Warren spoke briefly about additional signage as part of the Kaaterskill Clove Experience, to coincide with the cultural trail and grant program. Kaaterskill Clove Experience locational and directional signs will be placed along the trail. They are currently being designed and reviewed for regulatory compliance.

Warren also spoke about the Catskill Association of Tourism Services (CATS) organization. Through an RFP process, we have contracted with Adworkshop as CATS new Agency of Record. As part of a CFA Tourism grant, CATS will be using Adworkshop to build a new adaptive responsive

website. CATS hopes to replicate the good results that we've had with Adworkshop in Greene County.

Heather announced that the Tourism seminar will be held on Tuesday May 5<sup>th</sup> at Villa Vosilla from 2:00-5:00 p.m., followed by the Greene County Chamber sponsored Business after Hours. There will be two break-out sessions at the seminar with possible topics being digital marketing, and the evolution of the continually changing social media world. Finally, Heather distributed the TAC calendar for the year.

The next meeting is scheduled for February 24<sup>th</sup> at Christman's Windham House.