



## **Greene County Tourism Advisory Committee Meeting Minutes**

**Date: Tuesday, February 25, 2014 - 9:30 a.m.**  
**Greene County Office Building, Planning Conference Room**

### **Attendance:**

**Committee Members Attending** – Kevin Lewis, Acting Chairman, Patty Handel County Legislature Economic Development and Tourism Committee; Betsy Jacks, Thomas Cole House; Russ Coloton, Hunter Mountain; Carol Schreiber, Baumanns Brookside; Kevin Smith, Sunny Hill Golf & Resort; Bernadette Gavin-Palmieri, Brian Christman, Chrisman’s Windham House

**Legislators in Attendance** – Eugene Hatton, Joe Kozloski, Linda Overbaugh

**Others in attendance: Staff** – Warren Hart, Heather Bagshaw, Teri Weiss, Karl Heck

Heather opened the meeting showing the prototype of the new adaptive website. She showed some of the features of the site, the areas for seasonal updates, and how listing pages will be featured. We expect to be launching the site by April.

Warren added that Adworkshop has researched over 500 sites in development of our new website, and we’re much more advanced than surrounding counties and I Love NY. He also talked about the new interactive map that will be on the site along with a great “hero” picture of our county.

Heather introduced the 2013-2014 Winter creative template that features imagery, targets, and tagline for the campaign. She explained how tourism will open a drop box account to share assets of all campaigns.

Warren added that it will allow us better communication and accountability; our tourism partners will be able to access information on all of our campaigns. All of our campaigns will be available through this drop box and will allow us to catalog our work throughout the entire year.

Warren spoke about the Kaaterskill Clove CFA grant that was awarded to us. A lot of time and effort went into this grant. It describes the “Clove Experience” and the connection to important historic and cultural themes, such as; America’s First Vacationland, the Birthplace of American Landscape Painting Movement, and the Nature Landscape Movement. We were awarded One Hundred and Fifty Thousand dollars through NYS. We need to adhere to a marketing budget, but some of those funds are earmarked to build an adaptive website. The marketing campaign will be mostly digital, with international advertising also being purchased. Tourism Wayfinding signs for the Kaaterskill Clove and entrance gateway signs on roads that enter and exit the County will also be installed.

The Town of Hunter and the Scenic Bi-Way committee are working together with the County on the Kaaterskill Clove project.

Heather showed the current and new websites for Hudson Valley Tourism. She spoke about a couple of HVT projects completed in 2013 and how the region leveraged matching funds within the ten counties, our portion was 10K last year. She then showed the new website and how HVT has rebranded itself leveraging the Hudson River. The hope is that the new site will produce more referrals as the CATS region site does.

Heather informed everyone, along with giving them copies of the award letter, of the \$270K CFA grant that was awarded to the Catskill Association for Tourism Services. She touched on the 2014 CATS regional marketing plan that includes an adaptive website, radio and digital advertising. This will be implemented by Focus Media Inc., the agency of record for CATS. along with Vibrant who manages the website.

Warren explained our relationships with Hudson Valley Tourism and The Catskill Association for Tourism Services and how we're represented by both organizations.

He also spoke about the Catskill Park Coalition along with handing out information about The Maurice D. Hinchey Catskill Interpretive Center. He explained that the Coalition work focuses on outdoor adventure activities, accessing the Catskill Park and its trails. One of their major projects is an interpretive center that is being located in Mount Tremper.

Warren announced that we will be hosting the 2014 Legislative Round Table at the Copper Tree Restaurant at Hunter Ski Lodge. Taking place on March 20<sup>th</sup> at 5:30. He strongly urged everyone to attend and to get the word out about this opportunity to speak to your elected officials.

Heather announced that the Orville Slutzky Spring Seminar will be held on April 22, 2014 at 3:00 at Windham Mountain.

