



Greene County Tourism Advisory Committee Meeting Minutes

Date: Tuesday, May 20, 2014 - 9:30 a.m.
Greene County Office Building, Planning Conference Room

Attendance:

Committee Members Attending –Patty Handel County Legislature, Economic Development and Tourism Committee; Russ Coloton, Hunter Mountain; Troy Ketcham, Windham Mountain; Chuck Tomajko, Fairlawn Inn B&B; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant

Legislators in Attendance – Eugene Hatton, Joe Kozloski, Jim Hitchcock

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

Heather opened the meeting with the campaign creative preview, for the upcoming Spring/Summer campaign along with the 2013-2014 Fall/Winter; also explained that the 2014/2015 Fall/Winter is being worked on. One of the many items the Tourism Office is currently working on is the dissemination of tourism information to our tourism partners through an on-line service called “Drop Box”. She explained to everyone that once the Drop Box is available all of the tourism partners will have an account in which they’ll be able to log into the Drop Box and view the creative for each campaign, including videos that the tourism office has produced.

Warren mentioned that the public relations and analytics could also be shared via Drop Box, “the more we share, the more people know, which leads to increased awareness of our County, and our tourism efforts.”

Troy Ketcham mentioned “piggy backing” with Tourism on advertising campaigns. They are working on their winter campaign well in advance. Heather responded affirmatively and mentioned that the joint partnership with Hunter and Windham for video production and TV broadcast worked very well last year.

Legislator Hatton asked the question regarding privacy issues with photo’s and getting releases from the people that are in them. Heather explained to him that everyone signs a waiver prior to their photo or video being taken.

Warren spoke about our partnership with Catskill Area Tourism Services (CATS), the 2014 marketing campaign, and the 2014 270K grant to CATS from the 2013 CFA awards. The CATS marketing campaign also focuses on digital marketing with inbound traffic going to the web portal www.visitthecatsskills.com and then outbound to the GNC website. With the CATS’ new advertising agency, the referral traffic from

CATS is increasing. The regional site has a positive impact on the county website and the key word purchases have a strong relationship.

Heather then reviewed the analytical report, describing how the Tourism Office monitors the analytics on each campaign and makes adjustments accordingly. She also talked about the adaptive website, the benefits of having a user friendly site, and also explained the new format for the analytical reporting. Adworkshop also does a “web crawl” once a month through the entire website to check on our on-line rankings and authority, and makes changes accordingly.

Chuck Tomajko suggested that the Tourism website have a “three day itinerary” page on the site, and asked for details on the Book Now Button (only those properties that have one). Heather mentioned that we are able to track the number of times someone clicks on the “Book Now Button” on the lodging properties, and will be reporting on this moving forward.

There was additional discussion regarding development of Book Now Reservation System (a new book now programmed feature on the county website). Warren responded that in discussion with Acting Chairman Lewis that we would review the results of the Book Now Button over the next few quarters, and work on a survey or other means to determine need and support by the Lodging Properties prior to making a decision.

Heather then showed the new adaptive website on the screen, and explained its functionality, as well as provided stats from launch date. The overall increase in our website visits has been positive since launch.

Heather also explained in detail the new interactive map and the dropdowns. She added that a Shopping listing will be added as a drop-down menu under What to Do.

Warren spoke about a few items that the office has been working on, including, economic development grants to the Capital Region Economic Development Council, with two of particular benefit to tourism, being wireless broadband, and tourism business attraction advertising. .

The next meeting will be held on June 24th.

