



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.