



Greene County Tourism Advisory Committee Meeting Minutes

Date: Thursday November 8, 2012 4:00 p.m.

Location: Hunter Mountain

Attendance:

Committee Members Attending – Kevin Lewis, Chairman, Greene County Legislature Economic Development and Tourism Committee; Brian Christman, Christman’s Windham House; Kevin Smith, Sunny Hill Resort and Golf Course; Betsy Jacks, Thomas Cole National Historic Site; Russ Coloton, Hunter Mountain; Bernadette Gavin-Palmieri, Gavin’s Irish Country Inn; Troy Ketcham, Windham Mountain; Peter Maassmann, Blackhead Mountain Lodge and Golf Course, Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant

Others in Attendance – Legislator Jim Hitchcock; Kelly Frady & Hanna Littlefield from Adworkshop; Dave Kukle, Hunter Mountain Food Service Director; Mike McCrary, Hunter Mountain Chamber; Jason Dugo, Off the Hill Magazine.

Staff - Warren Hart, Nancy Petramale, Patty Austin, Teri Weiss

Russ Coloton opened the meeting thanking everyone for attending and gave a brief explanation of how and when they determine to officially open the Mountain, all weather permitting.

Minutes:

The minutes of the October 16, 2012 were approved.

Director’s Report:

Warren gave everyone a copy of the Short Term Action Plan Priority Projects Rankings which established the top three projects that the members of the TAC committee felt were the priorities. They include: The Adventure Passport; Destination Weddings; New Seasonal Video and TV ad placements.



Special Projects (Brainstorming Tourism Initiatives, Short Term Action Plan)

Kelly Frady and Hanna Littlefield both from Adworkshop, the marketing company for the Tourism Department, presented a Powerpoint presentation to the Committee based on the short list for promoting the county.

Kelly spoke about a 30 sec TV spot focusing on signing up for the travel packet in order to capture their emails. A suggestion was made for a 2 minute video on demand and a voice over tourism video. Warren explained the importance of the email database and Patty gave an explanation of what she mails out when a travel packet is requested.

Kevin Smith talked about the advertising that Sunny Hill has done with Verizon FIOS and that Gary felt it was a very good return on investment and he would do it again. The target market area for them was New Jersey and the NYC.

Warren would appreciate anyone who has had good results with certain media campaigns to make staff aware of it.

Kevin Smith and Patty Handel suggested a seasonal winter TV commercial. Discussion and suggestions amongst everyone regarding target market area and age bracket to reach out too.

Kelly spoke about destination weddings and that based upon preliminary recommendations from the TAC, the County had already made changes to the wedding page to focus on the entire county. Those changes were demonstrated and the TAC gave very positive feedback.

Suzanne, loves doing weddings and it's a good money maker for them. Kelly spoke about the pay per click campaign to target the NYC and metro area. Nancy added that we've also purchased additional digital media in the form of banner ads.

Some suggestions for destination wedding advertising were – “The Knott” and “Wedding Shows”, where a couple gets married it has a tendency to tie them to the area for life.

Kelly talked about the technical aspect of the Adventure Passport and Warren explained the digital campaign, how it works and the landing page was demonstrated. It was discussed that the second generation of the passport could include additional BOGO offers for other outdoor adventure based activities.

Warren introduced the TAC to the County's plans for purchasing of a new tourism vehicle and ongoing advertising sponsorship negotiations with Sawyer Jeep and the Jeep Corporation and how the Jeep advances the brand and adventure activities of the county. h Jeep Wrangler Corporation, and Hunter Mountain.



Warren will work with Adworkshop to develop the three new campaigns and the TAC will be invited to attend and present the campaigns to the Legislature.

Meeting Date and Location:

Office of Economic Development, Tourism and Planning