



Greene County Tourism Advisory Committee Meeting Minutes

Date: Thursday, December 13, 2012 9:00 a.m.

Location: Greene County Economic Development, Tourism and Planning

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; Bernadette Gavin-Palmieri, Gavin’s Irish Country Inn; Troy Ketcham, Windham Mountain; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant; Carol Schreiber; Chuck Tomajko, Fairlawn Inn

Others in Attendance – Kelly Frady from Adworkshop;

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

Minutes:

The minutes of the November 8, 2012 meeting were approved.

Director’s Report:

Warren announced that Hunter Mountain had been negotiating with Rich Fusco of WDST Woodstock Radio, the sponsor of the Mountain Jam, and they will be hosting a new festival this summer, The Taste of Country Music Festival on June 14, 15 & 16. Patty also spoke of some new editions to the festivals taking place this year.

Warren spoke about the new “Catskills Winter Sampler” regional campaign. It consists of the four premier ski resorts in the northern Catskills, offering skiers and riders a combination lift ticket program. This was a joint effort between Hunter, Windham, Belleayre; Plattekill, SANY (Ski Areas of NY) and CATS (Catskill Area Tourism Services) with CATS contributing ILNY regional matching funds.

Nancy informed the TAC that over the past month we’ve had several articles covering Greene County in some very prominent magazines: National Geographic Traveler; Never Stop Traveling; Destinations; and the American Bus Association publication.

Warren then mentioned other publications that we had articles in, including: New York Family; On the Snow; Family Vacation; JLC Travel & Tourism Consultant and Table Magazine.



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

A PowerPoint presentation was then made to the Committee, referred to as the “TAC 90K Fund Plan”. It outlines the top three projects that the committee has determined to be a priority: the Adventure Passport Phase II, Destination Weddings, and Winter and Summer TV buys. Kelly explained the budget and breakdown for each of the individual programs.

The Adventure Passport Phase II is primarily to bring awareness of all the adventurous things there are to do in the County. Discussion ensued with different ideas to enhance the prizes and gain increased participation.

Ideas offered by the TAC consisted of family friendly activities; photographs showing passport in hand, uploading of digital photos to Facebook; having a symbol at each spot to photograph, bonus entry for frequency of visits, or additional points; possible inclusion of festivals; and use of QR (quick response) code scanning.

Kevin Smith spoke about a free app that he is aware of, called Goose Chase. This app would elevate the administrative work but is costly, possibly 12K or so.

Warren appreciated all the different ideas that were brought up, and will address them further once the campaign is built.

Kelly then explained the Destination Weddings Campaign. She explained the significance of social media to this campaign. The changing of people’s status on social media sites, such as Facebook, gets immediate attention. We are able to “geo target” and advertise directly to this consumer.

Warren felt that we could use our “adventure theme” for the destination weddings. There is significant opportunity for the wedding venues to cater to the wedding party for longer stays, and enhance the wedding guests in outdoor adventure activities for a fraction of the cost of downstate weddings.

Kelly mentioned that in the short time that the new wedding page has been up, it received over 50 visits.

Some of the existing wedding advertising that we already do, includes Brides Magazine, and felt we should still include some print material. Nancy mentioned that we also do banner ads in online publications. Warren felt that we could publicize that “Say Yes to the Dress” filmed in Greene County at the Point building. Chuck suggested we explore co-op with David’s Bridals and have some type of expo locally.

Kelly then went on to discuss the Summer and Winter TV Campaigns. From the previous TAC meeting and at the suggestion of the TAC, Warren and Chairman Lewis were able to access TAC funds for an



immediate launch of a 2012/2013 Winter TV 30 second video and TV buy. This is in addition to the regular Winter Media Buy and enhanced landing page. Warren then emphasized that we will be doing more TV advertising in 2013 and putting a large portion of the TAC funds into TV advertising.

Kelly spoke about the shooting of B roll video, saying that a day is needed to shoot it. Time Warner does advertising down in the Westchester/Connecticut area, and we may consider a buy thru them.

Kevin from Sunny Hill suggested expanding our advertising area to include New England, as he is seeing an increase number of visitors to his place, and the advertising dollar is less expensive, and possibly the Pennsylvania area too. Especially with the impact of Hurricane Sandy and the uncertainty of the impact to our tourism businesses.

Kelly said that we've had a good success rate using PPV (pay per view) of the GNC (Great Northern Catskills) to the Pocono Region.

The winter TV buy will be starting December 17th.

Warren informed the TAC that an additional winter advertising buy has been purchased with, "New York Welcomes You" consisting of television advertising at three travel plazas along the NYS Thruway, for a three month period during the winter. We'll be using our new 30 second winter commercial, with an additional ad placed to the side, promoting our winter campaign and Adventure Passport. An estimated 2 million people pass through these plazas.

Warren will ask Russ Coloton and Chip Seamans, as it is the winter season, to update the Legislature on the "TAC 90K Fund Plan". Date to be on January 14, 2013 at 6:00p.m. (tentative).

Plans are being generated for the next Tourism Seminar for the Spring of 2013. Warren would like input from everyone for the next TAC meeting. Suggestions were made to possibly set up booths and after the seminar it was suggested that a "social hour" be incorporated for everyone to meet and exchange ideas.

Meeting Date and Location:

Office of Economic Development, Tourism and Planning. Prior to the Legislature Meeting. Agenda and time to be announced.