



BUSINESS ADVISORY COMMITTEE MEETING MINUTES

February 13, 2015
411 Main St. Catskill, NY
10:00 a.m. - 11:30 a.m.

Committee Attendance – Jeff Friedman, Greene County Chamber of Commerce; Mike McCrary, Hunter Chamber of Commerce; Kay Stamer, Greene County Council on the Arts; Lisa Jaeger, Windham Chamber of Commerce

County Legislators – Joe Kozloski, Eugene Hatton

Staff – Warren Hart, Teri Weiss, Karl Heck

Others in Attendance - Kathleen McQuaid, KathodeRay Media Inc.; Liz Kirkhus, Lovely

Warren opened the meeting by thanking everyone for attending and welcomed Liz Kirkhus proprietor of the business Lovely, located in the Village of Catskill, and active with the businesses in the village. He explained the function of the Business Advisory Committee and everyone introduced themselves.

Kathleen from KathodeRay Media started the meeting by presenting the Marketing and Advertising Plan for the months of January through March of 2015. Everyone received a handout of the plan with copies of the individual ads. She explained each of the target markets and the type of media placement and campaign that coincided with it. She also explained the messaging and goals for the creative display ads. Ad placement is being done in the NYC/Metro and Hudson Valley. Several publications require specific site placement directly with them, including BKmag.com, an online Brooklyn magazine, Upstater, an upscale real estate magazine, and Chronogram. Advertising is also being placed locally in the Register Star and the Daily Mail. Digital paid media advertising is done online through programmatic buying covering a broad selection of media publications. Additional online advertising was also placed on Google Display Advertising. Copies of the creative were included in the handout.

Kathleen also explained Key Phrase Search Advertising, and had the stats for the December and January landing page for Invest in Greene, using key phrases, such as “Starting a Business”. This campaign is targeted towards Invest in Greene. She also reviewed the stats for the month of

December and January landing pages for both the Buy in Greene page and Invest in Greene page.

Kathleen then reviewed the January Advertising Report with the Committee, explaining our social media advertising figures. The new Facebook ad campaign and outreach efforts, targeting both consumer and business owners, has resulted in an impressive increase of “likes” to our page. We’ll continue this effort throughout 2015. We review the number of Business owners and Consumers page likes for advertising that was targeted to the Metro/NYC and the Hudson Valley areas for the month of January.

Jeff commented that the number of Facebook “likes” has exceeded over Eleven Hundred in a very short period. Discussion ensued regarding the amount of operating businesses within the County, and distribution for the collateral material to those businesses.

Kathleen then reviewed the website stats stating that we’ve seen a 98.5% increase in sessions over January 2014 along with website page views increasing by 154% from January 2014. These substantial increases are all do to our current marketing efforts. The committee reviewed the click throughs to local businesses and commented how positively the site is working as a business listing and search site.

She also spoke about our Google Adword advertising campaign targeting our Invest in Greene campaign. We received 476 Search clicks and 145 Display clicks. With this campaign we only pay for the number of click-throughs that we receive, which is a cost effective means of advertising. So far, the marketing campaign has also resulted in an increase of visitors to our Invest in Greene pages especially the Start a New Business pages. Kathleen reviewed the top 10 landing pages of the site with everyone.

Kathleen was pleased with the site traffic so far for both campaigns, but since the Buy In Greene pages received relatively more traffic they will focus on optimizing the Invest in Greene Pages this upcoming month. They’ll also be optimizing Start a Business and Business Growth key words next month.

Teri distributed the collateral material packets for distribution to downtowns throughout the county, including: posters, window stickers, rack cards, instructions for businesses, and a personal message from Chairman Lewis. The BAC members discussed the size of the posters and it was agreed that smaller posers would also be printed, as it was felt that some businesses would not want to commit window store front space to display them.



Teri worked with the BAC members to create a collateral distribution list, assigning responsibilities for distribution of the materials to all downtown businesses. With a collaborate effort between the Greene County Chamber, local town chambers, business groups, and county staff, we should be able to reach most of the businesses within the County's main street business corridors with the promotional collateral.

Jeff Friedman stated that he has been talking about the program at every Chamber event and meeting that he's been attending. "Everyone is very interested in this program and very excited to hear that the Legislature is supportive of this campaign".

He's also been working closely with Columbia Greene Media Business Editor Melanie Lekocevic and suggested that we meet with her regarding the new program. Engaging the media will help create awareness and engage the readership and business owners of our efforts.

Liz suggested that we participate in a business meeting that she is setting up in Catskill with the assistance of the Greene County Chamber. It was greed that this would be a great opportunity to personally discuss the program and how it can support local marketing efforts.

Warren updated the group on two important tourism projects that will be executed in 2015; the launch of two new websites and integrated advertising for the Greene County Craft 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

Warren stressed the importance of having active business representation from each community and asked the BAC to consider recommending additional business people to join the Committee.

Teri would be in contact with everyone via email for follow-up and coordination of the collateral distribution and to set up the next BAC meeting.