



Greene County Tourism Advisory Committee Meeting Minutes

Date: Tuesday, May 24, 2016

9:30 a.m.

**Orpheum Film & Performing Arts Center
Tannersville, NY**

Committee Members Attending – Courtney Reinhard, Baumann’s Brookside Resort; Tinker Nichol森-Pachter, Sunny Hill Resort; Lenore Whitcomb, Winter Clove Resort; Suzanne Oldakowski, Bavarian Manor Inn; Russ Coloton, Hunter Mountain; Betsy Jacks, Thomas Cole House; Chuck Tomajko, Fairlawn Inn

Legislators in Attendance – Legislator Gene Hatton

Staff – Warren Hart, Heather Bagshaw, Karl Heck, Teri Weiss

Others in Attendance – Jeff Friedman, Greene County Chamber of Commerce; Pam Weisberg & Candance McKee, Catskill Mountain Foundation; Cindi LaPierre, Mountain Top Historical Society; Allison Davie & John Soule, Bridge Street Theatre; Carolyn Bennett, Zadock Pratt Museum

Heather welcomed and thanked everyone for attending the TAC meeting, especially the members that represented the Arts, Culture and History organizations of the county. She gave them a brief overview of the county’s destination marketing campaign for 2016, website traffic, social media campaigns, public relations, and other specific marketing programs focused on attracting the Arts/Culture/History visitor.

She spoke about the Tourism website and encouraged everyone to post their events to the site along with photos and videos of their attractions.

Pam Weisberg spoke about the value of marketing and the added benefit that they’ve experienced since Rudder Finn has taken them on as a client. They’ve seen a 60% increase in visitors and many of them international, and a large percentage coming from outside the region too.

Warren mentioned that our Tourism office works closely with I Love NY and every week they push events and press releases to them for additional advertising efforts. He also spoke about the benefits of collaborating and working with each other, along with our attractions, resorts, Inns and B&B’s.

Packaging your event with others strengthens your visibility. Our area now has an Arts/Culture/History cluster, with the newly opened Bridge Street Theater and American Dance Institution coming to Catskill

which creates another destination advertising opportunity for us. Our campaigns are built around your properties and events and your events are the opportunity to build and enhance your brand. Warren gave the example of the Kaaterskill Clove Experience as one of our larger marketing and branding campaigns for the county and how the individual tourism properties contribute to a regional campaign and are stronger when grouped together around a theme. Heather added, "It's all about creating a destination experience."

Heather emphasized that Tourism is here to support and promote the arts awareness and to help form and create relationships and partnerships with other venues. Betsy Jacks mentioned that when the Thomas Cole House partnered with Olana it resulted in an enormous increase in attendance for them.

The group continued with a discussion of the local news media and the frustration that they all feel regarding lack of recognition on their behalf, and how to possibly overcome that.

Carolyn Bennett spoke about the history of the Zaddock Pratt Museum and that it has one of the largest collections of material on the history of Greene County, and she would appreciate partnering with the Thomas Cole House and others. Chuck Tomajko of the Fairlawn Inn would be happy to collaborate with the theater and performing artists by providing a complementary night stay along with a dinner.

Jeff Friedman recommended creating a Greene County Arts/Cultural/History trail. Warren then talked about the various trails that currently exist within the County and the advertising support that the county provides to them. Cindi LaPierre mentioned that many years ago there was a heritage trail created within the county.

Warren was encouraged with the outcome of the meeting and asked the group to continue to work together to support thematic destination campaigns in partnership with the county. One of the ideas distilled from the meeting was the concept of a performing arts theme around "dance" and that more meetings should be planned to discuss opportunities and partner contributions. Warren added that we have such strong arts, culture and history here and that the creative economy is expanding within the County.

Heather thanked everyone for attending and the next TAC meeting is June 21st at Zoom Flume.