



## **Greene County Tourism Advisory Committee Meeting Minutes**

**Date: Tuesday, February 23, 2016**

**9:30 a.m.**

**The Club at Windham Mountain**

### **Attendance**

**Committee Members Attending** – Courtney Reinhard, Baumann’s Brookside Resort; Brian Chirstman, Christman’s Windham House; Tinker NicholSEN-Pachter, Sunny Hill Resort; Lenore Whitcomb, Winter Clove Resort; Suzanne Oldakowski, Bavarian Manor Inn; Chip Seamans, Windham Mountain Resort.

**Legislators in Attendance** – Kevin Lewis, Chairman; Legislators Gene Hatton, Aiden O’Connor

**Staff** – Warren Hart, Nancy Petramale

**Agency Staff** – Kelly Frady, Rebecca Steffan, Shelly Cihan, Hannah Littlefield.

**Others in Attendance** – Brooke McGahn

Warren mentioned that for 2015 – Visitor spending was up; Job creation was up; Sales tax was up; Website sessions were up.

The group was provided a one-sheet summery showcasing campaign results by sessions, device used, location, channel, bookings and goals completed. The Kaaterskill Clove CFA Grant was highlighted as a successful campaign that drove a high percentage of sessions to the website with the use of mobile devices. New York City is the primary location for all campaigns where display, paid search and social drove the top sessions.

Kelly and Shelly did the advertising, search, and social reports. Kelly mentioned the new style of banner ads, HUCK-Off style; Importance of the referral traffic to the individual properties, the large numbers for the book now function. Shelly, discussed the millennial target audience, the content necessary to speak to this audience and the effect it has on our advertising methods.

Rebecca followed with the PR Report and the new Pinterest platform.

Tinker, Suzanne, and Brian and all asked questions about google analytics, search, etc.

Warren updated the TAC on the second home owner's study that included a mailing card to 14,000 addresses and a landing page with access to [www.greatnortherncatskills.com](http://www.greatnortherncatskills.com); [www.buyingreene.com](http://www.buyingreene.com); and the new county website [www.greenegovernment.com](http://www.greenegovernment.com). He followed with information on the launch of a new county government website, redesigned with search and user search and functionality in mind, more graphically oriented, with the top search features front and center.

Warren updated the TAC on the Catskills Challenge and the weekly meetings with Governor's Office and State Agencies; DEC, ILNY, Taste of NY, with the tentative addition of another Ride the Catskills Motorcycle run.

Warren thanked Adworkshop for their dedication and producing another year of excellent results. Kevin Lewis also added his thank you.

**Reminder: Tourism Seminar on Tuesday, April 26 at Thunderhart Golf Course 2-5pm**