

Tourism Committee Meeting Minutes

April 13, 2016 6:30 PM – 8:30 PM

Voting Members in Attendance: Christopher Guldner (*Chairman*), Jamie Casterlin (*Vice Chair, Events subcommittee co-lead*), Chris Kenyon (*Acting Secretary*), Robert Strong (arrived at 7:20pm), Ron Ketelsen

Voting Members Absent:

Tourism Coordinator: Nicholas Castellanos

Guests: Carle Kopecky, Scott Ferguson (arrived at 6:55pm)

- 1) Welcome/Call to order – Meeting opened at 6:44pm
- 2) Approval of draft minutes from last meeting-Minutes were distributed. Chris Guldner noted the following action items or unresolved items from last meeting.
 - Nick will review by-laws for voting member seat requirements. Nick confirmed that goal/ideal is nine members representing each of the constituencies, but not a requirement.
 - Information on businesses that do not pay sales tax. Nick said at this time this information is not available.
 - Kurt provided Nick with information on status and nature of contracts for distribution of the travel guide. No further concerns from the Committee.
 - Nick acknowledged that all participants of the Matching Partner Program 2015 received notices of their remaining balances.

Approval of Minutes. Ron Ketelsen moves to approve. Chris Kenyon seconds. All in favor, none opposed, so moved.

- 3) Tourism Coordinator Report – 6:50. Written report sent to Committee Members prior to meeting; shall be incorporated and made part of the minutes of this meeting. Nick highlighted portions of his report and answered questions from the Committee. Discussion regarding prospects in Schoharie County for filming. Nick met with Schoharie Beverage Trail and then spoke with Brew Central about marketing for our region. Nick compiled list of major events in the County and distributed to print sources. Making progress on securing “I Love NY” funding for this year. Put together packet for Watchable Wildlife in County.
- 4) Committee Reports
 1. Advertising subcommittee update – 7:28pm. Jamie gave a report.
 - i) Travel Guide Update – Asked that Committee Members take a look at the draft sent around and get back to Kurt. Ron Ketelsen and Chris Kenyon said that they did not receive. Nick will forward to all Committee Members. Chris Guldner updated us on discussion to make the Travel Guide as inclusive as possible. **ACTION ITEM: Nick will forward copy of draft Travel Guide to all Committee Members. Members shall look over draft and provide comments.**

- ii) Jingle – Music for new Re-Branded advertisements has been developed. Sub-Committee has reviewed and approved. Committee listened to the new Jingle. There were comments about the phrasing which will be shared with Kurt. Committee Members do not like the final “Schoharie Count-aayyy,” in the Jingle. **ACTION ITEM: Nick will Committee Member comments on Jingle with Kurt. In particular, Committee did not like the final “Schoharie Count-aayyy,” in the Jingle.**
- iii) Matching Partner Program – Structure/Rules/Application – Nick shared the new Guidelines and Application with changes highlighted in red. Discussion ensued regarding inclusion of NPR sponsorship as part of Matching Partner Program. Scott raised concern that with a 10 second spot it would be too difficult to do a “sandwich” ad, that includes Schoharie County Tourism mention (necessary to be I Love NY eligible). If not eligible, the cost could still be covered but would cut into County Tourism budget. Scott suggested that NPR sponsorship not be included as Match-eligible. Committee also recommends moving “Shared 4-color magazine ad series” to Print Advertising section. **ACTION ITEM: Nick will share comments/edits on the 2016 Matching Partner Program Guidelines and Application with Kurt.**

Approval of Schoharie County Tourism 2016 Matching Partner Program Guidelines and Application with changes provided to Tourism Coordinator. Ron Ketelsen moved. Rob Strong seconded. All in favor, none opposed, so moved.

2. Events subcommittee update – 7:58pm. Jamie provided update. Grants approved and announced.

3. Rebranding subcommittee update – 8:01pm. Scott provided update.

- i) Website - Setbacks due to Mohammed being hospitalized. Drafts being shared with sub-committee. Mohammed working closely with Kurt. Looking at a mid-May launch. Approval at May Committee Meeting. Discussion ensued regarding unveiling of new logo/re-brand, and the possibility of an Event/Announcement. Probably late May weekday, before Memorial Day. Chris G. offered to host. **ACTION ITEM: Chris Guldner will check schedule and provide a date for an Event/Announcement of new logo/re-brand.**

5) Photo Usage Agreement – 8:14pm. Nick reported his research and shared a draft “Limited Usage Agreement.” Photographer should have their own release. If they do not, for us to provide an Agreement, we need to be clear that the Photographer can provide his/her own release, and is being provided our Agreement as a courtesy if they do not have their own release. Committee did not like usage being limited to 100,000 copies. Agreed that it should either be five years or indefinitely. Preference for indefinite term. Photographer can always provide their own release if they do not want to give away use of photo indefinitely. **ACTION ITEM: Nick will edit the Photo Usage Agreement so as not to limit the Agreement to 100,000 copies and instead use either a 5 year or indefinite term (if possible).**

6) Open Discussion – 8:26pm

- 1. Committee Membership – We need to aggressively seek new members. **ACTION ITEM: Nick will send a reminder each week to Committee Members to actively be pursuing new voting members.**

Motion to nominate Carle Kopecky for voting member seat. Chris Guldner makes motion. Rob Strong seconds. All in favor. None opposed. Motion carries. Carle Kopecky elected to Tourism Committee representing Cultural/Historic Attractions.

2. Finance Subcommittee - Treasurer would report to full Tourism Committee.
3. Election of Treasurer – Deferred.
4. Matching Partner Program – Carle Kopecky raised issue of refunding of unused funds. Carle needs these funds to be refunded rather than carried over into future years. **ACTION ITEM: Part of Finance Committee’s charge shall be to audit spending procedures of Advertising/Matching Partner Program, and ensure that participants get notice of unused funds in a timely manner and offered the opportunity to have these funds refunded.**

7) Recap To Do Items, Ownership & By When

1. ACTION ITEM: Nick will forward copy of draft Travel Guide to all Committee Members. Members shall look over draft and provide comments.
2. ACTION ITEM: Nick will Committee Member comments on Jingle with Kurt. In particular, Committee did not like the final “Schoharie Count-aayyy,” in the Jingle.
3. ACTION ITEM: Nick will share comments/edits on the 2016 Matching Partner Program Guidelines and Application with Kurt.
4. ACTION ITEM: Chris Guldner will check schedule and provide a date for an Event/Announcement of new logo/re-brand.
5. ACTION ITEM: Nick will edit the Photo Usage Agreement so as not to limit the Agreement to 100,000 copies and instead use either a 5 year or indefinite term (if possible).
6. ACTION ITEM: Nick will send a reminder each week to Committee Members to actively be pursuing new voting members.
7. ACTION ITEM: Part of Finance Committee’s charge shall be to audit spending procedures of Advertising/Matching Partner Program, and ensure that participants get notice of unused funds in a timely manner and offered the opportunity to have these funds refunded.

8) Motion to Adjourn – Rob moves. Chris Guldner seconds. All in favor. None opposed.