

Tourism Committee Meeting Minutes

May 11, 2016 6:30 PM – 8:30 PM

Schoharie County Chamber of Commerce
143 Caverns Road, Howes Cave, NY 12092

Call In Phone Number 518-296-8991

Voting Members Present: Christopher Guldner (*Chairman*), Carle Kopecky, Chris Kenyon (*Acting Secretary*), Robert Strong

Voting Members on Phone: Jamie Casterlin (*Vice Chair, Events subcommittee co-lead*), Ron Ketelsen

Voting Members Absent: None

Tourism Coordinator: Nicholas Castellanos

Guests: Georgia VanDyke (left meeting at 6:55pm); Linda Holmes (joined meeting at 7pm)

- 1) Welcome/Call to order – Meeting called to order at 6:35pm. Review of Action Items from previous meeting:
 - ACTION ITEM #1 Travel Guide has gone to print
 - ACTION ITEM #2 Nick reviewed comments on Jingle with Kurt.
 - ACTION ITEM #3 Nick shared comments/edits on 2016 Matching Partner Program Guidelines with Kurt
 - ACTION ITEM #4 Event/Announcement of new logo/rebrand on May 24
 - ACTION ITEM #5 Nick edited Photo Usage Agreement to not limit to 100,000 copies. Executive Board wanted a 5 year term rather than indefinite.
 - ACTION ITEM #6 Nick sent a reminder to Committee Members to actively pursue new voting members.
 - ACTION ITEM #7 Finance Committee charge shall be to audit spending procedures of Advertising/Matching Partner Program, and

- 2) Approval of draft minutes from last meeting (Chris 5 *minutes* 6:35 – 6:40)
Approval of Minutes. Carle Kopecky moves to approve. Robert Strong seconds. All in favor, none opposed, so moved.

- 3) Visitor Center Update - Georgia VanDyke at 6:45pm
Georgia provided an update on the fundraising for a Visitor Center. Plans for the building are not finalized. Waiting to hear on \$100K grant applied for by Town of Cobleskill to purchase building.

- 4) Tourism Coordinator Report - Nick Castellanos at 6:55pm
Nick prepared a written report in advance of meeting which shall be attached to and incorporated into the minutes of this meeting. Discussion ensued regarding details of WAMC underwriting. Ron Ketelsen brought up that the Occupancy Tax Board questioned the Re-brand (they didn't like the "Discover, Savor, Explore" tagline), but that Nick handled their criticism very well.

- 5) Rebrand Launch Media Event – Nick Castellanos at 7:40pm
 - a) Schedule of Events – Tuesday, May 24, 6-8pm. Presentation of Rebrand; exchange of rack cards, and then socializing.
 - b) Media Setup – A press release will go out and the Chamber and Tourism will distribute information through email lists, and through partner webpages/online calendars.

- c) Food- Looking for contributions from Committee/Others. Bull's Head will provide some food. Bar will be open, cash bar. Suggestion that we set up a list of who is bringing what. ACTION ITEM: Nick will coordinate a list of food contributions for Rebrand Event.

6) Committee Reports

- a) Advertising subcommittee update – Nick Castellanos at 7:51pm
 - i) Travel Guide Update – will be printed and available at Rebrand Event.
 - ii) Jingle – Made changes based on comments of Committee at last meeting.
 - iii) Matching Partner Program – Structure/Rules/Application. Final Guidelines and Application are complete, and will be distributed starting May 12, 2016. Applications are due June 3, 2016.
- b) Rebranding subcommittee update – No one present to give update on website. Nick's recommendation is that we use upstatevacations.com vs visitschohariecounty.com. It provides better marketing and easier to remember. Committee agrees with this idea.

7) Open Discussion

- a) 4th of July Weekend – Linda Holmes here to discuss a County-wide event with individual Villages and Towns doing their own events and participating in joint advertising. Discussion ensued regarding status of advertising.
- b) Finance Subcommittee – Discussion to date should include Chair, Treasurer, President of Chamber. Tourism Coordinator.

Motion to accept the formation of a Finance Subcommittee to be composed of the Tourism Committee Chair and Treasurer, Tourism Coordinator, and President of the Schoharie County Chamber of Commerce.

Motion by Carl Kopecky, seconded by Robert Strong. All approved. None opposed, so moved.

- c) Election of Treasurer/Secretary – Jamie volunteers to be Treasurer.
Motion to nominate Jamie Casterlin as Treasurer. **Motion by Carl Kopecky, seconded by Robert Strong. All approved. None opposed, so moved.**
- d) Chris Guldner brought up idea of leveraging Facebook for promotion – Groups/businesses sharing posts will help boost exposure. Tourism Committee members will work together and seek to bring in additional groups/businesses into a Facebook sharing network.

8) Recap To Do Items, Ownership & By When

- a) Schedule first meeting of Finance Subcommittee.
- b) Nick will reach out to potential partners for Rebrand Events
- c) Nick will find out if WAMC underwriting is tax-deductible

Motion to Adjourn by Jamie Casterlin, seconded by Carl Kopecky. All approved. None opposed, so moved.