Tourism Committee
Warren County Tourism Department
AGENDA
December 12, 2016

Committee Members:
- E. Merlino, Chairman
- D. Dickinson
- R. Conover
- E. Frasier
- E. Wood
- R. Vanselow
- M. Simpson
- C. Leggett
- R. Seeber
- J. Strough
- D. Beaty

I. Committee meeting called to order by Chairman Merlino

II. Motion to approve minutes of November 21, 2016 Committee Meeting

III. Action Agenda/New Business

1. Resolution Request – Request to attend Motorcoach/Consumer shows
   Rationale: To authorize travel to attend motorcoach/consumer shows representing and promoting Warren County.
   Attachment #1

IV. Information for Discussion/Review

1. Destination Research and Strategic Review – Presentation by Deborah Garry, BBG&G Advertising & Public Relations

V. Privilege of the Floor to discuss any additional items to come before Committee

VI. **Referral/Pending Items**

Contract for consulting services to perform a study of tourism in Warren County awarded to BBG&G; BBG&G to assist in developing an RFP for data oriented services. (02.22.16)

VIII. Motion to adjourn

Attachment

#1 Resolution Request – Attend Motorcoach/Consumer Shows

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

**Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.*

DEPARTMENT NAME: TOURISM

DATE: 12/12/16

(a) Purpose of Request:

Continue to authorize attendance at 2017 in-state, out-of-state, and Canadian Motorcoach Trade Shows/sales blitzes/marketplaces/conferences by Tourism Department personnel.

(b) Details:

as expiring

(c) Previous Resolution Number:

Resolution # 600 of 2015

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

A.6417 444 - Travel/Education/Conference $11,000

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ~~600~~ OF ~~2015~~

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Conover, Wood, Vanselow and Frasier

AUTHORIZING ATTENDANCE AT ~~2016~~ 2017 IN-STATE AND OUT-OF-STATE AND CANADIAN MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND ~~COUNTY SUPERVISORS~~

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ~~2016~~ 2017 Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism ~~Coordinator~~ DIRECTOR and ~~those Warren County Supervisors~~ having an interest in attending the In-State, Out-of-State and Canadian ~~2016~~ 2017 Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the In-State, Out-of-State and Canadian ~~2016~~ 2017 Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that if any changes are made in the attached Schedule "A", those changes shall be contingent upon the availability of funds in the ~~2016~~ 2017 budget, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees ~~and Warren County Supervisors~~ to travel to and for attendance at said shows upon presentation of verified vouchers thereof, with funding to be provided for from Budget Code A.6417 444 Tourism Occupancy, Travel/Education/Conference.

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SCHEDULE "A"

TOURISM DEPARTMENT

2017

~~2016~~ MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE SCHEDULE

PLACE	ASSOCIATION	DATES
Louisville, KY	American Bus Association	Jan 9-12
Albany, NY	*Brown Coach	Feb 16
New England	DONYS Sales Mission	March 22-24
Manheim, PA	*PBA Marketplace	March 30
Manheim, PA	*MMA Marketplace	March 31
New York, NY	Amtrak NY By Rail Day	May TBD
Syracuse, NY	*Destinations Group Travel Show	Sept 12-13
Gatineau, Canada	Bien Venue Quebec	Oct 24-26
Atlantic City, NJ	*GNJMCA	Nov TBD

Please see attached, please substitute 2017 Group Tour Trade Show Schedule here.

~~* Indicates Partner Brochure Distribution Available~~

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

TOURISM DIRECTOR
~~Tourism Coordinator~~
Assistant Tourism Coordinator
Group Tour/Convention Promoter
Senior Tourism Specialist
Creative Director ← COMMUNICATIONS ASSISTANT
County Supervisors

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VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

Warren County Tourism Department
2017 Group Tour
Trade Show Schedule

Group Travel Leads are provided free of charge from the following shows:

LOCATION	ASSOCIATION	DATES
Cleveland,OH	American Bus Association	Jan 14-17
Albany, NY	Brown Coach	Feb TBD
Pigeon Forge, TN	Heartland Travel Showcase	March 3-5
Manheim, PA	Pennsylvania Bus Association	March 29
Latham, NY	Yankee Trails World Travel	April 13
New York, NY	Amtrak's NY By Rail	May TBD
Washington, DC	International Pow Wow	June 3-7
New York, NY	DONYS Sales Exchange	July TBD
Verona, NY	Destinations of NYS Travel Show	August 28-29
Toronto CANADA	Ontario Motorcoach Association	Nov 5
Atlantic City, NJ	Greater NJ Motorcoach Association	TBD