



Tourism Advisory Council Meeting

Monday, February 2, 2015
633 Third Avenue, NYC
11:00am – 12:30pm

Webcast address: <http://www.esd.ny.gov/webcasts/>

Dial in information: 516-733-3375 (NO PASS CODE IS NEEDED)

If you dial in via phone, please mute the computer as there is a delay.

AGENDA

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|-------|-----------------------------------|---|
| I. | Approval of minutes | Cristyne Nicholas |
| II. | Update from ESD President & CEO | Kenneth Adams |
| III. | Chairman's Report | Cristyne Nicholas |
| | a. Vacancy update | |
| | b. Welcome new member | |
| IV. | Executive Director Report | Gavin Landry |
| | a. Winter campaign (commercial) | |
| | b. State of the State / budget | |
| | c. Assembly hearing | |
| V. | Subcommittee Reports | Ross Levi |
| | a. Hospitality and Infrastructure | Jan Chesterton |
| | b. Aviation and Transportation | Gail Grimmett |
| | c. Sports and Special Events | Irene Baker |
| VI. | I LOVE NY app demo | Anna Pakman
Ben Guttman, Digital Natives |
| VII. | Public Relations Report | MSilver / Finn Partners |
| | a. 2014 report (in packet) | |
| | b. 2015 preview | |
| VIII. | New Business | |

Next meeting:

Monday, March 23, 2015
11am – 1pm
633 Third Avenue
New York, NY



Empire State
Development