



Tourism Advisory Council Meeting

Monday, March 14, 2016

633 Third Avenue

New York, NY

11:00pm – 12:30pm

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

AGENDA

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| I. | Approval of minutes | Cristyne Nicholas |
| II. | Chairman's Report | Cristyne Nicholas |
| | a. Meeting overview | |
| | b. Adirondack Challenge | |
| | Adirondack Challenge video | |
| III. | Executive Director Report | Gavin Landry |
| | a. ITB – Germany travel trade show | |
| | b. Buffalo activities and attractions | |
| | c. Upcoming events | |
| | d. Museum promotion update | Anna Pakman |
| | Museum promotion #tagboard | |
| IV. | Guest Speaker | Devin Lander, Executive Director
Museum Association of New York |
| V. | Tourism Action Day | Jan Marie Chesterton |

Next meeting:

Monday, May 16, 2016

11am – 1pm

625 Broadway, Albany



Empire State
Development