



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, March 14, 2016

Location: 633 Third Avenue, NYC

Attendance:

TAC Members

Cristyne Nicholas, Jan Chesterton, Nancy Elder, Tom Mulroy, Katherine Nicholls, Alexandra Stanton, Elinor Tatum, Thurman Thomas

Phone: Nancy Elder, Dan Fuller, Michael Johnson

ESD / NYS Staff

Gavin Landry, Executive Director of Tourism; Lisa Soto, Project Manager - Tourism Marketing and Partnerships; Jamin Clemente, Tourism Executive Assistant; Lizete Monteiro, Sr. Director of Events; Anna Pakman, Director of Digital Strategy; Cristina Melendez, Social Media Manager; Ethan LaCroix, Kate Dunn, Editorial Assistant - iloveny.com; Markly Wilson, Director of International Tourism; Nick Terzian, Analyst; Sara Emmert, Special Projects Manager

TAC Guests

Melanie Klausner, Finn Partners; Morris Silver, Finn Partners; Erin King Sweeney, jetBlue Airways; Randy Borschedt, NY Public Library; George Lence, Nicholas Lence; Tony Scalfani, Jacob Javits Center

Phone: Gina Mintzer, Albany County Convention & Visitors Bureau; George Nitim, NY Marriott Marquis

Meeting called to order: 11:25 am

I. Approval of minutes - Cristyne Nicholas

- Motion to approve by Elinor Tatum
- Minutes approved with a second by Jan Marie Chesterton

II. Chairman's Report - Cristyne Nicholas

A. Welcome / Meeting Overview

B. Winter Adirondack Challenge

- Took place two weeks ago in Lake Placid with over 350 attendees – most ever
- Hosted by LG Hochel for a day of skiing, snowtubing, ice hockey, bobsledding, ice fishing, winter hiking, curling, and fat tire biking

****Shows video****

- Announcement of \$500,000 marketing campaign to promote the Adirondacks – will feature newspaper and radio ads in upstate NY and eastern Canada-in French and English
- There will also be a Catskills Challenge this summer to assist that region

III. Executive Director Report - Gavin Landry

A. ITB - Germany travel trade show

- NYS delegation of 30 people attended
- ILNY held 38 appointments over 3½ days / about 38 hours of appointments
- Hosted a breakfast with NYC & Co for about 30 people –more than expected
- Conversations held with over 1000 people about coming to NYS at the consumer show
- Partnership with travel agency in Germany called Fair Flight, and they are successfully selling NYS 10 day packages.
- Working on RFP for new representation in Germany

B. Buffalo activities and attractions

- Visit Buffalo Niagara asked Gavin to speak to about 150 people at the Albright Knox museum to give them an update on I LOVE NY



**Empire State
Development**

- Saw the riverfront and the development that has changed the area from being desolate to a dense tourism area with the arena, hotels canalside, ice bikes and ice skating.
 - The Richardson is now a upscale hotel near the Darwin Martin House, built with ESD support.
 - Toured the Darwin-Martin House, a 30,000 sq ft historic Frank Lloyd Wright home that was created for the CEO of the Larkin Soap company and is now a premiere tourism destination
 - Thurman Thomas: In 2016 Buffalo is hosting the NHL draft and in 2018 the World Junior Hockey Championship
- C. Upcoming events
- Summer media night on March 29 at the Morgan Library – kick off to summer season
 - Museum Association of NY conference April 17-19 in Lake Placid
 - NYSTIA conference May 2-4 in the Thousand Islands
 - Markly and Lizete are working on international and statewide events and activations
 - The mild winter prevented three ski areas from opening, but the Maid of the Mist, golf and other spring / summer activities will now open earlier than usual
- D. Museum promotion update
- Digital team has been working closely with some of the state's top museums for a promotion utilizing social media influencers and a 15% discount program in January - included Albright-Knox, MoMA, Corning Museum of Glass, Strong Museum of Play, and others.
 - Over 7300 downloads of the discount coupon so far and the program continues through the end of the month
 - Partnered with Instagram influences who collectively have over 1.3 million followers and sent them to visit and photograph these museums when they were closed, with images being shared on #NYSCulture (Images on #tagboard shown, <https://tagboard.com/NYSCulture/261883>)
 - Results so far are 28 posts that have reached about 3 million people
 - Itineraries were also created around visits to the museum and the concept was tied to the TV ad campaign about cultural attractions in NYS

IV. Guest speaker: Devin Lander, Executive Director – Museum Association of New York

- Devin was appointed in June of 2014 after six years at the NYS Assembly as Deputy Legislative Director for Assemblymember Steve Englebright, served as the Committee Clerk for the Committee on Tourism, Parks, Arts and sports development and the Committee on Governmental Affairs. Devin also acted as the State Director for the Historic Hudson Hoosic River's partnership and worked as an archivist at SUNY Albany's Department of Special Collections and Archives and a consultant for NYS Parks
- MANY represents NYS museums, including historical societies, zoos, botanical gardens, and aquariums – anything with a collection – NYS has over 1,300 organizations
- Also includes the Wild Center in the Adirondacks, which is hosting part of the upcoming MANY conference , and has seen its visitation explode with a 400 percent increase as a result of the Wild Walk opening last summer
- Part of their mission is to put on the largest gathering of museum professionals in the State, which is this conference
- Last year was the first year ILNY presented at the conference and it was standing room only; started a needed conversation between the museum community and the tourism professionals
- This year ILNY is giving a tourism 101 to educate the members on what ILNY, TPAs, NYSIA, and other tourism organizations do
- The millions of visitors to museums have a huge economic impact so the relationship with the tourism industry is important, and having museums engage with the TPAs, knowing their city and regions, is valuable for all museums
- Also had a panel at the NYSTIA conference to further the relationship with the tourism industry.
- Every museum in NYS has to be chartered by the board of education, making them educational institutions as well as tourism attractions
- This year museums are working on increasing engagement in digital promotion to increase visitation.

- TAC members discussed ways of assisting small institutions to become involved with ILNY promotions and other marketing efforts. ILNY's presence at the conference and involvement with MANY is designed to help that.

V. Tourism Action Day – Jan Marie Chesterton

- The Tourism Industry Coalition (NYSTIA) holds a statewide lobby day in Albany every year.
- NYSTIA is made up of tourism organizations that have tourism as their common denominator, such as the Restaurant Association, the ski association, the hotel association, etc.
- On March 1 there were about 150 attendees meeting with legislators and handing out booklets – available on www.tichnys.org.
- Message this year was, "Tourism builds New York State's economy."
- Gives members the opportunity to put forth specific issues to legislators.
- Advocated to increase the funding that the governor puts in the budget for the matching grants program from \$3.8 million to \$5 million, bringing it in line with the TasteNY and Market NY. It's been at least eight years (2008) since it's been \$5 million.
- The LG and Senator Funke addressed the group in the Well of the LOB, and a team of tourist professionals were in the halls of the Capitol with ILNY tee shirts and suitcases.
- The Senate & Assembly tourism chairs put forth a letter advocating for the \$1.2 million increase.
- Most of the lobbying is about education. Legislators don't always understand the difference between the ILNY budget and the \$3.8 million in matching grants that is an aid to localities that comes back to the tourism promotion agencies within the counties and the regions that they have to solicit a one-for-one match. We want them to understand that they have the real control over these matching grants and they can determine from a legislative perspective how much is in there because that goes back to their district.
- TAC members discussed legislative staffers being able to understand the distinctions in the tourism budgets. Senator Funke has taken the lead on making sure his staff is up to speed and communicating with NYSTIA.
- Next year's tourism action day is on March 7.

VI. New Business

- A. Elinor Tatutm: ECAC championships are in Lake Placid this weekend with two NYS teams, St. Lawrence University and Quinnipiac. They have also been invited to the Friendship Four over Thanksgiving weekend next year in Belfast, Northern Ireland.
- B. Cristyne Nicholas: Regarding the NHL draft – we should try to get an ILNY presence there and see if we can help to keep in it NYS or make sure it comes back to NYS. It is on June 24 - 25.
- C. Tom Mulroy: We should set up a call with USTA to talk to them about using some of their funding to promote tennis in NYS.
- D. Tom Mulroy / Gavin Landry – update on subcommittees: The work that the subcommittees did last year formed the deliverables that the governor announced in November and is now the basis upon which we are conducting our current work on lodging, events and transportation.
 - We are identifying and compiling lodging projects that have languished, matching it against the CFA process and their progress, etc. in order have an informed conversation and form the public/private workgroup. For transportation, we are doing similar research.
 - For events, the CFA Market NY funding will now help address some of the issues raised by that subcommittee, such as helping to attract major sports events to NYS.
 - Tom will be in touch with Gavin about additional lodging information that was discussed.
- E. Tony Scalfani: Auto show opens March 25 for 10 days. 1 million people are expected to attend, and it is by far the largest event at the Javits Center.

Meeting adjourned: 12:31 pm

Next meeting:

Monday, May 16, 2016

11:30am – 1pm (Time change to accommodate Amtrak schedule – arrival at 10:50am)

Albany

BEAUTIFUL DESTINATIONS PARTNERSHIP

- New York is the first state to launch a partnership with @BeautifulDestinations, the #1 most followed travel account on Instagram
 - BD posting one photo per week for 11 weeks to their 6 million followers – each region will be represented!
 - Connecting with network of influencers to source content and generate engagement
- Generated nearly 900K engagements (likes and comments) on BD sourced photos in the first four weeks of partnership
- Grew followers on the @iloveny account by +23.2% in four weeks, doubling our average daily growth rate

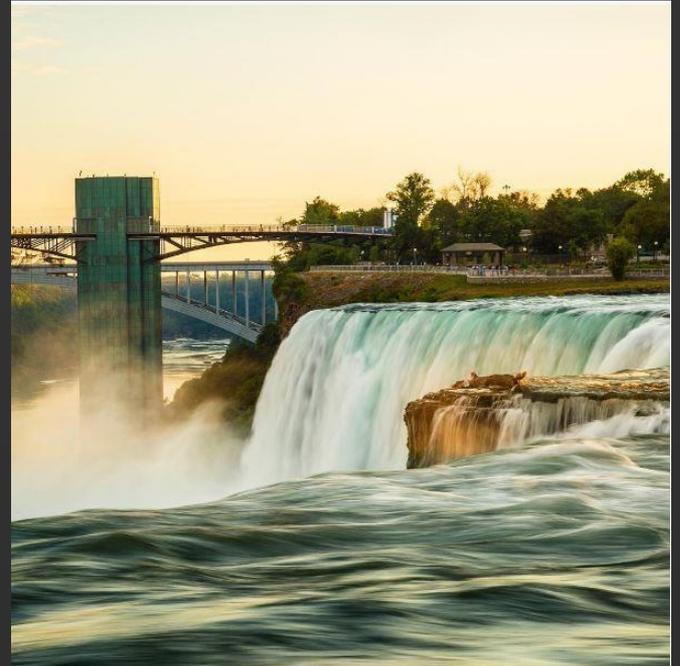


Photo of Niagara Falls by @jacob.

POSTS HAVE BEEN A HIT WITH @BEAUTIFULDESTINATIONS FOLLOWERS



[lina.xxii](#) Babeee we need to go here [@ wayo90](#)

[Mattyfizzz](#)
No way this is in New York! [@meghanmjohnson](#)

MANY COMMENTS SHOW INTENT TO TRAVEL



 beautifuldestina...
Boldt Castle - 10... FOLLOWING

80.2k likes 3h

beautifuldestinations Charming castles in New York... who knew? 🏰 Be sure to check out @ILoveNY to see all that New York State has to offer! #ISpyNY

view all 1,126 comments

reinahourani @milad.mattar seriously???

rose.distefano @erinkasner

swera_masood @emy62

lau8sevi Me llevas? @nbarrioo

sfilazzola @tjfe

aks_kothari @p.k.22 here

rachhhmartinn @tessascardetta omgggg
👍 can't wait to adventure with you

christine.minas @scarletonmceil

nbarrioo Te llevo donde quieras
@lau8sevi

zenginndilenci @armonibayar
@canerenc @ecisin @mrsleasantn vildiz

📄 Add a comment... ...

samantha

@s_naz I wanna go there, it's upstate

FaancyMaancy

@sharmoney, perhaps a fun summer road trip sometime?

A BEAUTIFUL PREVIEW...

