



Tourism Advisory Council Meeting

Monday, September 19, 2016

633 Third Avenue, NYC

11:00am – 12:30pm

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

AGENDA

- | | | |
|------|--------------------------------------|--|
| I. | Approval of minutes | Cristyne Nicholas |
| II. | Chairman's Report | Cristyne Nicholas |
| | a. Meeting overview | |
| | b. TAC membership update | |
| | c. Welcome Mark Dorr, NYSHTA | |
| III. | Staff Reports | |
| | a. Executive Director's report | Gavin Landry |
| | ▪ International update | |
| | ▪ Summer and Fall marketing | |
| | ▪ PR / earned media | |
| | b. Summer activities update | Ross Levi |
| | ▪ Governor's events | |
| | ▪ Path Through History Weekend | |
| | ▪ Pride month | |
| | ▪ Summer event activations | |
| IV. | New York State Fair and agri-tourism | Pat Hooker, NYS Deputy Secretary for Food & Agriculture |
| V. | New Business | |

Next meeting:

Monday, November 14, 2016

11am - 12:30pm

633 Third Avenue, NYC



Empire State
Development