

**Tourism Advisory Council Meeting**

Monday, March 24, 2014

633 Third Avenue, NYC / NYS Capitol Building, Albany

(Video conference)

11am – 1pm

**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**

- |      |  |                          |
|------|--|--------------------------|
| I.   | Chairman's Report                          | Cristyne Nicholas        |
|      | a. Approval of minutes                     |                          |
|      | b. Tourism Action Day recap                |                          |
|      | c. Upcoming Tourism Summit                 |                          |
|      | d. TAC procedures                          |                          |
|      | e. Vice Chair vote                         |                          |
| II.  | Executive Director Report                  | Gavin Landry             |
|      | a. The new iloveny.com                     |                          |
|      | b. Spring television commercials           |                          |
|      | c. NYSTVA Conference 4/28 - 4/30, Syracuse |                          |
|      | d. Tourism CFA Awards                      |                          |
| III. | Program Reports                            |                          |
|      | a. Recent and upcoming special events      | Ross Levi                |
|      | b. 2013 Earned Media                       | M.Silver / Finn Partners |
| IV.  | Tourism Gap Analysis Report and Discussion | Angela Wu and Ana Liss   |
| V.   | Establishing committees                    | Cristyne Nicholas        |
| VI.  | New Business                               |                          |

Next meeting:

Tourism Summit

Location: NYC

Date: TBD (May)