

Tourism Advisory Council Meeting

Monday September 22, 2014

NYS Capitol, Blue Room

Albany, NY

11:15am – 12:45pm

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. | Chairman's Report | Cristyne Nicholas |
| | a. Approval of minutes | |
| | b. Tourism Summit recap (video) | |
| | c. Subcommittees discussion | |
| II. | Executive Director Report | Gavin Landry |
| | a. CFA Round IV | |
| | b. Summer / Fall advertising (video) | |
| | c. International Tourism update | |
| | d. Recent and Upcoming tourism initiatives | Gavin Landry and Ross Levi |
| III. | Program Reports | |
| | a. I LOVE NY Events and Activations | Lizete Monteiro |
| | b. Public Relations / Earned Media | M.Silver |
| IV. | New Business | |
| | a. 9/11 Memorial and Museum | Kim Wright, Vice President, Sales & Tourism |

Next meeting:

Monday, November 17, 2014

11am – 1pm

633 Third Avenue

New York, NY