

## Tourism Advisory Council Meeting

Monday, January 27, 2014  
633 Third Avenue, NYC  
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

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|---|-------------------|
| I. Welcome, review minutes, introduce new member Thurman Thomas | Cristyne Nicholas |
| II. 2014 Tourism CFA Awards                                     | Kenneth Adams     |
| III. 2014 Events  | Gavin Landry      |
| IV. Winter campaign and brand strategy                          | Gavin Landry      |
| V. Recap of December Cabinet Meeting                            | Cristyne Nicholas |
| VI. State of the State and Budget summary                       | Ross Levi         |
| VII. TIC and NYSHTA Tourism Lobby Days                          | Jan Chesterson    |
| VIII. Vice Chair Vote / Establish Events Committee              | Cristyne Nicholas |
| IX. 2014 Priorities / New Business                              |                   |

Next meeting:

Monday, March 24, 2014

11am – 1pm

Location: 633 Third Avenue