



## Tourism Advisory Council Meeting

Friday, January 8, 2016  
Javits Convention Center  
New York, NY  
11:00pm – 12:30pm

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

**Dial in information:** 866 394-2346 Conference code: 2338393457

*If you dial in via phone, please mute the computer.*

### AGENDA

- |      |  |                             |
|------|--|-----------------------------|
| I.   | Approval of minutes  | Cristyne Nicholas           |
| II.  | Chairman's Report  | Cristyne Nicholas           |
|      | a. Javits Center update  |                             |
|      | b. New York Times Travel Show                                      |                             |
|      | c. Tourism Summit recap  |                             |
| III. | NYC & Company update   | Fred Dixon / Brian Grimaldi |
| IV.  | Executive Director Report  | Gavin Landry                |
|      | a. Tourism Summit deliverables and next steps                      |                             |
|      | b. CFA update  |                             |
|      | c. New I LOVE NY licensing program                                 |                             |
|      | d. Museum promotion  | Anna Pakman                 |
| V.   | New Business   |                             |
| VI.  | Tour of the I LOVE NY activation at the New York Times Travel Show |                             |

Next meeting:

Monday, March 14, 2016

11am – 1pm

633 Third Avenue, NYC



Empire State  
Development