



Tourism Advisory Council Meeting

Monday, January 23, 2017

633 Third Avenue, NYC

2:30pm – 4:00pm

Webcast address: <https://esd.ny.gov/esd-media-center/board-meetings/new-york-state-tourism-advisory-council-meeting>

AGENDA

- | | | |
|------|--|---|
| I. | Approval of minutes | Cristyne Nicholas |
| II. | Chairman's Report | Cristyne Nicholas |
| | a. Meeting overview | |
| | b. Welcome new TAC members and membership update | |
| | c. State of the State (video) | |
| III. | Executive Director Report | Gavin Landry |
| | a. Winter marketing (video) | |
| | b. Beautiful Destinations/Niche – The Catskills | |
| | c. NY Times Travel Show | |
| | d. Winter press trips | |
| | e. Winter travel guide | |
| IV. | Market NY Round 6 | Ross Levi |
| V. | Sports / Event Tourism | Kristen Hanifin
Lake George CVB / CoC
Jennifer Rothman, LICVB |
| VI. | Guest speaker: David Holder, Visit Syracuse | |
| VII. | New Business | |

Next meeting:

Monday, March 13, 2017

11am – 12:30pm

633 Third Avenue, NYC



**Empire State
Development**



AGENDA ADDENDUM

Videos and Links

State of the State:

<https://www.governor.ny.gov/news/icymi-governor-cuomos-signature-proposals-2017-state-state>

<https://www.budget.ny.gov/pubs/executive/eBudget1718/fy1718littlebook/BriefingBook.pdf>

<https://wdrv.it/67fe083b1>

Winter Marketing:

<https://www.youtube.com/user/OFFICIALILOVENY>

Winter Travel Guide:

http://www.nxtbook.com/nxtbooks/nys_ded/ilny_travelguide201617winter/



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