

MINUTES

DUTCHESS COUNTY ECONOMIC DEVELOPMENT CORPORATION **Tourism Committee**

Thursday, January 22, 2009, 8:30 a.m.
Hampton Inn & Suites
Route 9, Poughkeepsie, New York

Present: A. Cross, S. DeKrey, M. Farnum, K. Hansen, E. Hayes, L. Hubbard, L. Hulcoop, B. Krevolin, G. Mure, J. O'Shea, L. Pensiero, S. Rector, J. Reynolds, S. Turk, D. VanBuren

Absent: L. Bassanese, S. Evans, P. Feder, B. Grems, M. Kangas, A. Meagher, C. North, B. Pagano

Staff Present: M. K. Vrba, L. Higginson, D. Hopper, F. Lauricella, M. Wright

Welcome, Chair's Report, James E. O'Shea

The regular meeting of the Tourism Committee was called to order by James E. O'Shea, Chair, at 8:35 a.m. A motion to approve the minutes as presented from the November 20, 2008, meeting was made by Karen Hansen, duly seconded by Susan DeKrey, and unanimously accepted. Jim reported that the Hudson Valley Wine & Culinary Center has received a Certificate of Incorporation from the State and are currently looking for board members and funding.

Director's Report, Mary Kay Vrba

- **2009 Quadricentennial Celebration.** The Quad committee is currently developing the following projects: (1) Working with EarthCam to have a webcam installed on the Mid-Hudson Bridge to view the Walkway; (2) Joe Bertolozzi has proposed a bridge music project to be played by pushing a button at two listening stations for walkers on the Mid-Hudson Bridge, and possibly by benches at Waryas Park; (3) having NYC Lites Inc. light the spray of fireboats at different events on the Hudson throughout the summer; (4) sponsoring the Half Moon ship for docking and exhibition on Memorial Day Weekend; (5) June 7, 2009, River Day with six historic boats; (6) October 3, 2009, Regatta hosted by Marist College.
- **2009 Matching Funds/TIC Day:** There has been no decision yet on the status of the State budget. Everyone is encouraged to contact their legislators to support the matching funds program. March 11, 2009, will be the Tourism Legislative Day in Albany. Committee members are invited to attend with DCT to meet with Legislators to express support for matching funds.
- **2009 Travel Guide:** The text and layout of the guide has been delivered to Chronogram, the company publishing the guide. This is a one-year guide with an estimated publication date of April, 2009.
- **NYU Project:** DCT is hosting NYU's "Destination Analysis and Evaluation" class in February for a project consisting of 8-10 students visiting different sites in the county and analyzing Dutchess County as a tourism destination.

Staff Report - DCT Staff

Lydia Higginson, Community Relations Manager

- A new tourist information center has been established at the main building at Vassar College. A ribbon cutting will take place January 27th.
- Creating Farm Fresh itineraries for summer and fall of 2009
- A Great Estate Symposium "400 years of Life on the Hudson River" will be held March 28, 2009, at

the FDR Wallace Center.

Dawn Hopper, Tour & Travel Marketing Manager

- Completing Experiential Tours project with Joe Veneto, Opportunities Unlimited. Program has been successful with enthusiastic response from participating sites.
- Attended American Bus Association marketplace first week in January with over 3,000 attending. The topic of experiential tours generated a lot of interest.
- Will be attended New York Times Travel Show in NYC in February.
- Will be attended RSA Marketplace in Harrisburg, PA, in February.

Fred Lauricella, E-Tourism Information Services Manager

- Website Statistics – Reported on website statistics:

<u>Site Stats:</u>	<u>Year End 2008</u>
Visitors for year	666,600
2007 Travel Guide:	
PDF downloads:	2,427
FarmFresh page visitors:	7,900
Events Calendar downloads	3,254

- Created 117 new spotlights for the year.

Fred asked the committee to look at the Dutchess400.com Quad website and give him any feedback.

New Business/Comments

- Jim O'Shea will be retiring as chairman of the Tourism Committee. The Committee presented him with farewell gifts and thanked him for his years of dedication and leadership. Jim then thanked all the members of the committee for years of support, cooperation and for the great experience of being chairman
- Denise VanBuren has been named as the new chair of the Tourism Committee. Denise is Vice-President of Public Affairs & Energy Efficiency at Central Hudson, an honored member of the DAR with Madam Brett Homestead, and was involved in PR for the 2009 Empire State Games in the Hudson Valley.

Closing Remarks

The next regular meeting of the Tourism Committee is scheduled for **Thursday, March 19, 2009, at 8:30 a.m., in the EDC Conference Room, 3 Neptune Road, Poughkeepsie.**

Adjournment

The meeting was adjourned at 9:20 a.m.