

Min.

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

October 21, 2011

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Belden
D. Strainer
S. Goodspeed
F. McCoy
R. Conover

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE September 28, 2011 MEETING MINUTES**
3. **ACTION ITEMS**
 - A. Discussion of Tourism Contract expiring end of 2011
4. **OLD BUSINESS**
5. **NEW BUSINESS**
6. **ADJOURN**

SHOW Name

Results/Event Secured

ESSAE.....	2006-2008 NYS Fire Chiefs
Destinations Showcase	
TEAMS Conference.....	2011 Warrior Run
Connect.....	2011 Lake George 1/2 Marathon
HSMAP's Affordable Meetings	
Meetings Quest	
Janet Kennedy, Lakes to Locks	2010 Velo Quebec
Website Lead Follow up	2008 & 2009 Ohana Luau at the Lake

Support Provided To:

NYS Council of Probation Officers Conference 2010 & 2012
 NYS District Attorneys Association Winter & Summer Conference 2009
 Coleman Collectors Club Conference 2012
 NYS Association of Realtors 2008
 Naval Cryptologic Veterans Association 2011

Meeting/Convention Shows Leads 2008

Show Name	Date	Number of Leads
ESSAE	June 2008	35
Affordable Meetings Wash DC	September 2008	50
Meetings Quest Wash DC	November 2008	20

Meeting/Convention Shows Leads 2009

Show Name	Date	Number of Leads
ESSAE	June 2009	45
Affordable Meetings Chicago	September 2009	15
Meetings Quest Chicago	November 2009	34

2010 Meeting Leads responded to and then forwarded to LGRCVB = 7
 2011 Meeting Leads responded to and then forwarded to LGRCVB = 12

Potential 2012 Meeting/Convention Shows

ESSAE

HSMAP's Affordable Meetings

TEAMS Conference

Connect

Collaborate

Meetings Quest

Potential 2012 Print Ad Placements

Facilities & Destinations Magazine

Expo Magazine

Connect Magazine

Mid Atlantic Events Magazine

Meetings East Magazine

Rejuvenate Magazine

Successful Meetings Magazine

One+ Magazine

Reunions Magazine

Reunion Friendly News Magazine

Potential 2012 Online Placements

MPI Global Marketplace Listing

Resources

Annual Meeting Site Planner

VisitLakeGeorge.com/meetings

Meeting Site Promo DVD

Online RFP

Occ Tax Funding Application

Electronic Email Distribution to list/leads

Action/Support/Outreach

Lead Distribution & Fulfillment

Private Sector Meeting/Convention Site Brochure Distribution

FAM Tours for media and meeting planners

Press Releases

Purchase Association Lists for pre and post show mailings

Hospitality Services/Exhibit at area conferences

Promotional Packets Supplied for area conferences

Respond & Submit to magazine editorial requests