

LAKE GEORGE AREA

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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

March 28, 2013

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Dickinson
D. Strainer
R. Conover
E. Wood
R. Vanselow

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE January 31, 2013 MEETING MINUTES**
3. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand *-handout*
 - C. Creative – Peter Girard
4. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Christina Curley, Lake George Regional Chamber of Commerce & CVB
5. **COUNCIL OF CHAMBERS UPDATE**
 - A. No February meeting. Delegates only meeting tonight. Tanya will be at Yankee Trails Show.
6. **OLD BUSINESS**
7. **NEW BUSINESS**
8. **ADJOURN**

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: February/March 2013

February Group Loop was distributed to 9305 contacts including National Tour Operators, Group Leaders, Group Tour Media Outlets & Local Media, Warren County Group Tour Properties & Villages, Towns & Chambers. Most viewed links on the newsletter were the new group tour video and What's New. The next newsletter is scheduled for May 2nd.

The New York State Division of Tourism has developed a newly designed Group Travel Guide and What's New Profile sheet to be used as promotional tools for the Group Tour Market. The Group Travel Guide is a multi-page brochure containing Itineraries, Events & Highlights for each Region of New York State. The What's New Profile Sheet is a one page flyer listing new offerings in History, Culinary, Arts & Culture and Sports. Both promotional pieces were used by the New York State Division of Tourism's representative during tour operator appointments at ABA and NTA.

Captain Thomas Terry's Reenactment Group returned to the area February 23rd to complete their Winter Walk 2013 along the Warren County Bikeway, concluding the 8 mile walk at Fort William Henry. Thom Randall interviewed members of the group and ran an article about the Winter Walk in the Adirondack Journal for the March 16th Issue.

Meetings Kate and I attended: Path through History held at WMHT Studio in Troy on February 28th to discuss the new initiative by Gov. Cuomo and I Love NY to showcase New York's history and cultural significance. Participation and assistance with the development of this initiative will be ongoing.

Kate and I met with Warren County Historian Ann McCann and John Strough to discuss assisting with development and promotion of 2 historical tours, the Knox Trail and the Military Trail. The tour would include historical landmarks, monuments, markers, and attractions with historical significance and could be narrated by a step on guide for tour groups. John's development of a printed brochure will be instrumental in launching this new tour concept. Assistance will be ongoing.

Assisting with securing a venue for a potential Polish Festival this June. The event coordinator has inquired about usage of the Warren County Fairgrounds and was forwarded paperwork for permitting and insurance. He is working with Paul Butler at this time to complete all necessary usage requirements for the venue. The event lead was forwarded to the Lake George Regional Chamber of Commerce's Christina Curley for additional follow up.

The Unique Spaces Meeting & Event Site Planning Guide has been updated for 2013. The front cover design will remain the same. New listings include BJS Artworks, Olde Post Grille, Siam Thai Sushi Restaurant, Lizzie Keays Restaurant and The Shirt Factory Gallery.

Group Tour Magazine picked up submitted editorial in the February Issue covering Georgia O'Keeffe exhibit at the Hyde as well as availability of the brand new Group Tour DVD.

Print ads placed include: Group Tour Magazine Co-op, Destinations of New York State 8 Language Magazine, NTA's Student Class Trip Planner & Camp Directors Trip Guide.

Attended 2 Travel Shows; Bank Travel: Held in Virginia Beach, VA February 5-7th, 2013

Heartland Travel Showcase: Held in Toledo, OH February 14-17, 2013



March 2013 Monthly Report
Christina Curley
Special Events & Convention Sales Director

HIGHLIGHTS

- Monthly **CVB meeting** held at the Holiday Inn Resort. 8 in attendance representing 7 properties/attractions.
- Learned the **United Church of God** will be going to Ocean City, MD for 2013. Meeting planner will now be able to focus more on 2014 and beyond. Will continue to stay in touch with meeting planner and 4 properties group is interested in.
- Received inquiry from CDMS a media research, strategy and buying company regarding an event for **Cyclewise** a company planning a **Ducati (motorcycle) Unveiling Party** this summer for Ducati's 2013 bike. Cyclewise was interested in holding a one evening event in the LG area that would be open to public. Information on potential venues was forwarded to the contact. Since then Cyclewise has been informed by Ducati the shipment of the product that was to be unveiled is being delayed. Unfortunately due to other events Cyclewise has already scheduled, the unveiling of the 2013 bike will remain in its current location. The Lake George area will be reconsidered for next summer's 2014 bike unveiling. An invitation for venue site visits has been extended to Cyclewise.
CDMS does have other corporate clients they have worked with. I extended an invitation for a site visit of our area.
- Attended the Occupancy Tax meeting with Medalist Sports representatives and Dave Bulmer. A presentation was given by Medalist Sports seeking funding for the September 27-29, 2013 race they will be organizing (replacing Centurion's June race). Medalist received funding, the amount that had been originally awarded to Centurion
- Attended the Gaslight Ad Hoc meeting

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- Received an inquiry for a small one day training meeting from **NYS Rural Housing Coalition, Inc.** for a weekday in **May 2013**. Meeting planner seeking “**alternative**” location to hold function as they will not require overnight accommodations. A number of “unique” locations were sent to contact for review. Contact very interested in 2 locations and has requested proposals. Both locations were interested in working with group. A proposal from one of the locations has been forwarded to the meeting planner for review however, the other location will not be able to submit a proposal. A couple of additional venues have been submitted to contact for review. Waiting for response from client if interested in additional information for either venue.
- Attended Lake George Regional Chamber & CVB BOD meeting.
- Toured Lake George Forum with GM. Discussed types of events they would be interested in to fill their calendar year. Also discussed how they would like more business in general in the shoulder months in hopes that LG Village businesses would stay open later/open earlier in the season. Currently when they have games/events during the “off-season” there are not many business, especially restaurants, open on weekends in LGV and they have to travel to Queensbury – not far but would be nice to keep them in LGV area which is where most of them are staying
- Held meeting with WC hotels/attractions that are ESSAE members in regards **ESSAE (Empire State Society of Association Executives) Expo & Annual Luncheon**. Trade show is being held the end of May in Saratoga Springs. Seven of the nine WC ESSAE member businesses have confirmed they will be participating (including CVB) in the trade show and have agreed they would like to be a part of a Lake George Regional “group booth”. The representatives were in agreement that it would bring more attention to the Lake George/Warren County region and what we have to offer. Have been informed by one of the nine property’s that they would not be participating in this year’s trade show at all and have not had a response from other. At last CVB meeting was informed by additional property that they may become members of ESSAE, if they do they would most likely participate in the trade show. Awaiting their response and hoping if they do they will be able to acquire a booth within the area of the Lake George Region group block..
- **HITS Triathlon Series North Country Triathlon** (Hague, NY) June 29 – 30, 2013 is looking for a host hotel. This request was sent to area hotels. 4 hotels responded to lead. All responses were sent to event planner for review. Event planner informed me he would be in touch with each property to follow-up and would let me know of their choice.
- Received name from WC of a man who is looking to do a **Polish Festival** at the fairgrounds June 2013. Gentleman has a great idea but is in the very beginning stages of the idea. Contact has spoken with fairgrounds and knows their available dates for June 2013. As of now contact has not confirmed support from his club for the event. Contact has asked me (and anyone else from area) to come to support him at a club meeting pending approval from board. There are several clubs he is trying to seek interest from for the event. He also has an idea to do other ethnic festivals (German, Spanish, Italian, etc...). Contact owns several acres of land adjacent to the fairgrounds property and is hoping to incorporate his land into festival(s).
- Attended **1st Wilderness Heritage Corridor meeting**. Was informative meeting of projects and events taking place throughout Heritage Corridor (towns & villages along Hudson River) this year. Improvements to infrastructure, downtown buildings and parks etc... Several events are in conjunction with Warren County’s Bicentennial.

- Met with **Cadillac & LaSalle Club** Sat. 3/16 to discuss **2014 Grand Nationals**. Local club would like to create a commemorative 1958/2014 calendar. Because the club was formed in 1958 & the 2014 dates happen to correspond w/the 1958 dates it happens to be a unique opportunity for the local club to showcase and promote the Grand Nationals being held in Lake George July 2014. Idea is to take a picture in front of specific hotels, attractions or businesses (preferably businesses that have been around since 1950's) in the immediate Lake George area (since this is where most of their event will take place – Host Hotel Fort William Henry Hotel & Conference Center) in order to promote LG area for 2014 CVB forwarded information to hotels/attractions in immediate LG area on behalf of CLC. Several hotels, attractions or businesses have already expressed interest in participating in calendar. During meeting CLC also inquired if CVB would be available to do pre-conf promo in Boston at the 2013 Grand Nationals in preparation for next year's Lake George Grand Nationals. CVB has agreed to be at 2013 Grand Nationals. Possibility that a representative of the 2014 host hotel will most likely join CVB in Boston.
- Walked in LG “Shamrock the Block” St Patrick’s Day parade. Sales manager from a WC hotel also walked in parade with us. Great time had by all!
- **Big Apple Circus** has forwarded their package information to the area hotels and campgrounds for the July 2013 Circus.
- Attended the **ESSAE Meeting Institute** at the Hilton Garden Inn - Troy. 2 sessions were given, one geared more towards meeting planners and one session geared towards both planners and suppliers. 2nd session was very informative session had much interaction between meeting planners and suppliers.
- Attended **MPI Educational Session** at Hilton Garden Inn – Troy. Session was about “**When Free is No Longer an Option: Navigating New Pricing Realities**”. Presenters discussed how meeting planners requests for “free” breaks, guests rooms, meeting space, audio visual, receptions, etc... is no longer really a possibility at hotels/venues and the reason why.
- Attended Lake George Regional Chamber & CVB mixer at Holiday Inn Resort.
- Received lead from **USA Cycling** for a **Road & Mountain Bike Race Director Summit**. This is a meeting of national and international race directors, 100+/- people for 3 day meeting, 150+/- total room nights, breakout sessions and meals for **November 6 – 9, 2013**. The RFP has been sent out to area hotels. Only drawback may be WC’s distance from the Albany International Airport. A majority of the attendees will be flying in. The contact for USA Cycling is familiar with Lake George area though. Awaiting for proposals from hotels.
- Working on appointments for **NASC** (National Association of Sports Commissions) **Symposium** scheduled for **April 21-25 in Louisville, KY**. My “wish list” of appointments is to be submitted to NASC the first week of April. I will receive final list of confirmed appointments a week or so prior to the Symposium.
- Had been contacted by the **Woodmen of the World** regarding their **Jurisdictional Convention** being held at the Sagamore Resort **June 2013**. The group had inquired about area charities that they might be able to work with (part of their conference is donating something back to the community/area where the conference is held). A list of a number of organizations and charities was forwarded to group contact. Just received word from the contact that they would be donating a flagpole to the Little League field in Lake George and a laptop to the Bolton Free Library. Group had also inquired about the CVB providing information for their registration/information table during their conference. Brochures and area

information (restaurants, attractions etc...) will be delivered to their host hotel the week of their conference. A "pre-conference" package will also be sent to the organization's President per request.

- NCA (National Cheerleaders Association) held cheer competition in Albany at the end of March. I spoke with event planner that I had extended an invitation for site tour of our facilities/area to but unfortunately was unable to take advantage of. Event planner is still interested in area for 2014 competition. CVB working with several venues on possible availability.
- Attended **I Love NY Meetings/NYS DMO (Destination Marketing Organizations – aka CVB's)** meeting planner event at the Fort Orange Club (Albany). Each region (CVB area) was represented at the event. A "poster" of each area, along with a "welcome" brochure which had a description of each location and the contact for each area's CVB. Each location was also able to showcase a food and/or beverage of their region. Adirondack Winery donated wine and Barkeater Chocolates (North Creek, NY) donated chocolate bars. Barkeater Chocolates, chocolate bars, along with CVB's business cards were included in gift bag given to each meeting planner (or one representative of each organization) were given out as they left. Had conversations with many meeting planners, several that were interested in knowing if LG/WC area had anything that occurred in the "off season".

Respectfully Submitted by:

Christina Curley

Special Events & Convention Sales Director