



New York State Office of Parks, Recreation and Historic Preservation

New York City Region • 163 West 125th Street, 17th Floor, New York, NY 10027

Telephone: 212-866-3100

Fax: 212-866-3186

www.nysparks.com

Andrew M. Cuomo

Governor

Rose Harvey

Commissioner

Karen Phillips

Regional Director

New York State Parks, Recreation & Historic Preservation

Path Through History

Third Meeting Minutes

March 22, 2013

NYS Economic Development Corp

Many new members of the workgroup were in attendance. Introductions were made.

Overview Path through History (PTH)

The PTH program was created by the Governor to highlight New York State's rich and important history. Heritage tourists spend more and stay longer than other tourists. The state can do a better job telling that story of New York's heritage and that is the goal of Path through History. There are ten workgroups that correspond with the ten regional economic development councils. In the past there has been a disconnect between tourism and historians. These workgroups brings those two together to create more resilient heritage tourism programs. I LOVE NY has a robust marketing campaign focused on heritage tourism.

PTH components

The program includes PTH branded signage installed along the Deegan Expressway, an I Love NY Marketing Campaign, PTH Events planned throughout the state seasonally and the PTH Grants Program. Each PTH workgroup is allocated \$100,000; the application will require the preparation of a 5 year PTH Heritage Tourism Vision Plan for the region, and PTH Heritage Implementation Projects that can be completed within a year utilizing the available grant funds. PTH provides the opportunity for groups and organizations to work together to tell their story better and leverage existing efforts. Each of the ten regional PTH Workgroups within the REDC regions are being asked to identify and prioritize Implementation Projects in coordination with local tourism promotion professionals and agencies.

The NYC workgroup has taken a different approach to the PTH program and has created a list with over 500 attractions in New York City. The goal was to not to focus on just the major landmarks, but to create an "insider's guide" to New York City with a neighborhood focus. The NYC workgroup created 5 borough heads, and each workgroup member joined one or more borough teams and identified attractions within. The NYC workgroup came up with 35 themes, including the 13 master themes identified by I Love NY.

ILNY is creating a PTH website that will include an initial 100 sites from NYC, but asked that they all be visitor ready. Due to time constraints, Merrill Hesch with help from Albany staff prepared the 100 site list. As new sites become

visitor ready, there will be a nomination process to get them added to the website. The list of the ILNY 100 will be sent out to all members by Merrill Hesch.

Grant Discussion

The New York Landmarks Conservancy has agreed to be the sponsoring organization for the \$100,000 grant, which includes a 10% administrative fee. The lead contacts from the Conservancy will be Ann Friedman and Andrea Goldwyn. The schedule for the grant application is as follows: Prior to submission each workgroup must schedule a call with ILNY staff to discuss implementation projects. NYC's call with the Borough heads has been scheduled for April 4, 2013. The deadline for the application is May 10, 2013. By May 17, 2013 the NYC REDC will complete its endorsement process of the grant application and contracts can then be prepared between ESDC and the sponsoring organization.

In order to complete the application, various committees must now be established: a committee to write the vision statement and a committee to prioritize and prepare worksheets for the suggested implementation projects. Merrill will send out an email soliciting for volunteers for both committees.

A discussion ensued on various ideas for implementation projects. They included:

1. Print campaign such as the 36 hours in the NY travel section of the NY Times. 36 Hours in Queens was showcased 12/23/12 and all agreed it was a positive approach to consider.
2. Short videos such as the successful "Tourists in Your Own Town" prepared by the New York Landmarks Conservancy.
3. Taking people around in vans. Lloyd suggested a tour in the Bronx to promote economic development and the history of the Bronx, with stops at the Van Cortland House, Little Italy along Arthur Avenue, Edgar Allen Poe Cottage, etc. However it was difficult for the members to choose on one borough over another for a first priority project.
4. Digital advertising such as in DNAinfo, Curbed, etc.; which most members felt was the greatest bang for our buck. Everyone seemed aware of these digital outlets. Ann Friedman brought information on DNA rates but it was not viewed.
5. Television/cable programming such as on New York 1, including the successful program "Road to City Hall". But all agreed this was available only on certain cable networks and may be problematic for extensive reach.
6. MTA and Metrocard advertising in NYC via subway and bus were discussed as an easy platform since most visitors and residents take some form of public transportation. Merrill showed an AIA poster campaign from the W. 4th Street Station and everyone is aware of wrapping subway cars and joint advertisements/promotions (MTA/LIRR, etc.) in public transportation, but this approach is expensive and may limit exposure.
7. Create a unique NYC digital App. This was somewhat agreed as impractical due to cost and all of the other apps available.
8. Earned media, combined with paid media and advertising, which is also expensive: We all felt PTH must create a sense of excitement, spread by word of mouth or through the press, via social media, local papers and membership newsletters. This is really a combination of a few ideas above.
9. Signage around the city was brought up by Doug Steiner. The workgroup spend considerable time talking about uniform signage/banners and tying it in with the City bike share program with Citibank. We would have to identify an initial number of sites (100 was thrown out as a number); possibly incorporate QR codes for additional information about each site; find an additional sponsor to help leverage other funds or possible REDC funding as this would be the most expensive project; would need to issue an RFP for sign production; would need City DOT approvals to hang the signs/banners which would prove complicated (though the NYLC has a good contact at City DOT); issues arose on how long the signs would stay up, their longevity in our weather and if this was really economical. Andrea Goldwyn discussed

a signage program she worked on in Lower Manhattan; parts of which still remain and are very confusing for the visitor experience.

10. The discussion brought us back full circle to social and earned media opportunities as perhaps the primary direction the workgroup should take for the first implementation project. A PR firm could be hired to help us pick an initial list of neighborhood sites, develop a plan for the information spread and stories to be told and help pick the proper media (most likely digital) for showcasing our initial list of sites. The project could be done in phases with the potential to get additional funding later.

We discussed our target audience and agreed it should be NYC residents and local/regional tourism, and not international. ILNY has a PTH Marketing Plan which will be distributed to the workgroup and has a profile of the heritage traveler's demographics. We discussed how to get the people to PTH events and discussed possibly having a kickoff event of some kind, such as possibly visiting a number of sites and get something in exchange (i.e. a passport program). We need to think of incentives to get locals/tourists to travel, but guidance may best be provided by a PR firm.

Next Steps

Sub-committees are needed to draft the various sections of the grant applications and Merrill will send out a request for volunteers the week of April 1, 2013. All of the projects discussed above could be considered part of the NYC PTH implementation projects, but based on what is most likely in the time constraints we have, a combination of # 1 and 10 may be our first project, with a further exploration of #9. ILNY will help our workgroup focus on what is really viable and provides a consistent message as part of the statewide effort. We must also obtain public input, but have decided the best way to accomplish this in the time remaining is create a Survey Monkey and send it ONLY to our workgroup members, who would answer the questions, and to provide feedback on the priority ideas, on the behalf of their constituent groups. This must be accomplished before May 10, 2013. The Survey Monkey will be prepared after the ILNY call with the workgroup Heads.

List of attendees:

Lauren Bierman, ESDC and NYC REDC

Aaron Bouska, NYBG

Mark Castiglione, Hudson River Valley Greenway

Carol Conslato, Queens Chamber of Commerce and NYC REDC

Ernesto Freire, New York City & Co (by phone)

Ann Friedman, New York Landmarks Conservancy

Andrea Goldwyn, New York Landmarks Conservancy

Pamela Green, Weeksville Heritage Center

Merrill Hesch, OPRHP

Ross Levi, ILNY (by phone)

Mary Miller, ILNY

Gail Morse, Big Apple Greeters NYC

Nancy Rosenberg, Brooklyn Beyond: Discover History in the Borough of Kings

Deborah Schwartz, Brooklyn Historical Society

Doug Steiner, Steiner Studios and NYC REDC

Olga Tirado, The Bronx Tourism Council

Joe Tazewell, ESDC and REDC

Lloyd Ultan, Bronx Borough Historian

Not in Attendance

Simeon Bankoff, Historic Districts Council

Melody Capote, Caribbean Cultural Center African Diaspora Institute

Michael Devonshire, Jan Hird Pokorny Associates

Thomas Donaldson, Legislative Counsel, New York City Council

Mencia Figueroa, Hispanic Society of America

Marcia Keisz, York College

Kevin Kong, Asian Americans for Equality

Jeffrey Kroessler, Queens Historian and librarian at John Jay College

Richard Lieberman, Chair of LaGuardia and Wagner Archives

Robert Mackay,

John Moye, NYS Dept of Labor

Gene Norman, Bronx historian and former NYC LPC Chair

John Reddick, Harlem One-Stop and Harlem historian

Rank Sanchis, World Monuments Fund

Barnett Shepherd, Staten Island historian

Cynthia Taylor, Snug Harbor Cultural Center and Botanical Garden

Michael Untank, consultant to Harlem Arts Alliance

Frank Vangone, Historic House Trust

Marta Vega, Caribbean Cultural Center African Diaspora Institute

Withdrawn from Committee

Anne Van Ingen, former Chair of Architecture, Planning and Design Program at NYSCA