



## Work Group Meeting Notes

Work Group Name: Tourism/Marketing the Region  
 Work Group Chair: Jennifer Parker  
 Meeting Date: September 28, 2011

X = present for this meeting

Member	Agency/Entity	phone number	email
X	Jennifer Parker	Work Group Chair; Regional Council Member; Jackson Parker Communications	(716) 881-6066 jparker@jparkerpr.com
	Howard Zemsky	WNY Regional Council Co-Chair	
X	Paul Dyster	Regional Council Member; Mayor, Niagara Falls	(716) 286-4310 paul.dyster@niagarafallsny.gov
	Duncan Ross	Regional Council Member; Arrowhead Spring Vineyards	(716) 434-8030 Duncan@ArrowheadSpringVineyards.com
X	Cindy Abbott-Letro	Buffalo Niagara Film Commission	(716) 852-1234 Caletro@letrolaw.com
X	Crystal Abers	CATT Co. Dept. of Development/Agriculture	(716) 938-9111 cabers@cattco.org
X	Traci Bax	AAA Western and Central NY	716-633-9860 ext. 73640 tbax@nyaaa.com
	Donald Boswell	WNY Pub. Broadcasting Assn.	(716) 845-7001 dboswell@wned.org
	Bill Daly	Chautauqua IDA	(716) 661-8903 dalyw@co.chautauqua.ny.us
X	Sam Ferraro	NCDED and NCIDA	(716) 278-8750 sam.ferraro@niagaracounty.com
X	Eddie Friel	Expert in Residence, Niagara University	(716) 940-4136 efriel@niagara.edu
X	Dottie Gallagher-Cohen	Visit Buffalo Niagara	(716) 961-0200 gallaghercohen@visitbuffaloniagara.com
	Chris Glynn	Maid of the Mist	(716) 284-8897 cglynn@maidofthemist.com
X	Daniel Hamister	Hamister Group	(716) 839-4000 dmh@hamistergroup.com
	Ed Healy	Visit Buffalo Niagara	(716) 852-0511 healey@visitbuffaloniagara.com
X	Thomas Herrera-Mishler	Buffalo Olmsted Parks	(716) 838-1249 thmishler@bfloparks.org
X	Jennifer Kavanaugh	Buffalo Niagara Enterprise	(716) 541-1750 jkavanaugh@buffaloniagara.org
	Kevin Kelly	Delaware North	(716) 858-5417 kkelly@dncinc.com
X	Randall Kramer	MusicalFare Theatre	(716) 839-8565 rkramer@daemen.edu
	Richard Lipsitz	WNY Area Labor Federation	(716) 913-2210 rjl92002@yahoo.com
X	John Lutz	Joy Kuebler Group	(716) 695-1987 jlutz@jklstudio.com
	Warde Manuel	U/B Athletic Director	(716) 645-3454 wmanuel@buffalo.edu
X	Brian McFadden	Ellicottville Chamber of Commerce	(716)-699-5046 brian@ellicottvilleny.com
X	Kerry Mitchell	Canadian Consulate	(716) 858-9581 kerry.mitchell@international.gc.ca
X	Andrew Nixon	Chautauqua County CVB	(716) 357-4569 nixon@tourchautauqua.com
X	John Percy	Niagara Tourism & Convention Corp.	(716) 282-8992 Jpercy@niagara-usa.com
	Mary Roberts	Martin House Restoration Corp	(716) 440-6250 mroberts@darwinmartinhouse.org
<b>State Agency Reps</b>			
	Mark Thomas	NYS Parks – Western Region	(716) 278-1702 mark.thomas@oprhp.state.ny.us



## Work Group Meeting Notes

Member	Agency/Entity	phone number	email	
Lou Paonessa	New York Power Authority	(716) 286-6651	louis.paonessa@nypa.gov	
<b>Staffing</b>				
	Christina Orsi	ESD WNY, Regional Director	(716) 846-8227	corsi@empire.state.ny.us
X	Chris Schoepflin	USA Niagara Dev Corp./ESD	(716) 284-2556	cschoepflin@empire.state.ny.us
X	Paul Tronolone	USA Niagara Dev Corp./ESD	(716) 284-2556	ptronolone@empire.state.ny.us
X	Holly Ortman	USA Niagara Dev Corp./ESD	(716) 284-2556	hortman@empire.state.ny.us
X	Christina Coyle	Lead Facilitator	(716) 628-2500	christinamcoyle@gmail.com
X	Laura Quebral Fulton	Writer/UB Regional Institute	(716) 878-2440	lquebral@buffalo.edu

### **Overall Meeting Description**

This was the third meeting of the WNY Regional Council's Working Group on Tourism/Marketing the Region. Discussion items included the creation of tactics to fulfill the strategy statements created in the second meeting. The meeting was held at Holiday Valley Resort, Ellicottville, NY.

### **Summary of Meeting**

C. Schoepflin welcomed the participants of the group at 8:45am.

C. Abers welcomed the group to Cattaraugus County and introduced Jane Eshbaugh from Holiday Valley to speak about the resort, its attractions, and the future development of the resort.

J. Parker welcomed participants and briefly spoke about the State-wide meeting in Albany, saying that Western New York is "ahead of the game." Participants introduced themselves.

D. Gallagher-Cohen gave a Tourism Economics presentation covering visitor spending by county for the entire region.

J. Parker made a presentation covering materials from the State-wide meeting in Albany, the joint work group meeting, and best practices.

- Need for a regional designation branding initiative, maybe using a regional branding advisory committee including WNY marketing organizations and representatives from key industries (economic drivers).
- Telling our regional story will benefit all sectors of the economy, including those represented by the other work groups in the Regional Council, including higher education, Life/Health Sciences, Advanced Manufacturing, Agriculture (Food and Wine), Tourism, Bi-National Development, Logistics and Trade. There may be additional market sectors that would benefit as well.



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- Cited Charlotte Blueprint as a best practice to look at for marketing.

R. Kramer questioned why “Culturals” were not specifically listed as a group.

D. Gallagher-Cohen said it is not just about what is missing, it is about what is there. There would be several present who would not support another authority.

C. Coyle began the facilitated portion of the meeting at 9:26.

The group began the session by developing tactics for the marketing strategy.

10:15am – Break with refreshments

The group re-convened to further organize the work performed under the marketing strategy. Items were grouped together or clarified.

The group developed tactics for the tourism strategy.

It was determined that H. Ortman would transcribe the information and distribute to the group. J. Parker asked the participants to continue brainstorming and complete the planning template to the best of their ability with additional ideas and/or elaboration on existing tactics.

At the Regional Council meeting on October 3, 2011, the Work Group’s three strategies will be presented.

The next Work Group meeting will be at the Darwin Martin House on October 11, 2011 from 8:30am-11:30am.

J. Parker adjourned the meeting at 11:30am.

These minutes represent the author’s understanding of the discussion that occurred at the referenced meeting. If your understanding of the meeting is misrepresented or not included in these minutes please notify the undersigned in writing within 10 business days in order to issue revised meeting minutes.

Prepared by: Holly Ortman