



Central New York Regional Planning & Development Board
126 N. Salina St., 100 Clinton Sq., Suite 200, Syracuse, N.Y. 13202 • Tel. (315) 422-8276 • Fax 422-9051
Paul Vickery, Chairman David V. Bottar, Executive Director

AGENDA

June 17, 2009 Meeting
12:00 noon – 1:30 p.m.

Central New York Regional Planning and Development Board
126 N. Salina Street
100 Clinton Square Building
Lower Level Conference Room
Syracuse, New York

Chairwoman Kathleen Rapp, Presiding

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| 1. | Call to Order | Kathleen Rapp |
| 2. | Approval of Day's Agenda and Minutes from the April 15, 2009 Meeting | Kathleen Rapp |
| 3. | Tourism Development in Central New York <ul style="list-style-type: none">• David Holder, President of the Syracuse Convention and Visitors Bureau | David Holder |
| 4. | Executive Director's Report | David Bottar |
| 5. | Old / New Business | Kathleen Rapp |
| 6. | Adjournment | Kathleen Rapp |



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MINUTES

CNY Regional Planning and Development Board Board of Directors Meeting June 17, 2009

126 North Salina Street
Syracuse, New York

ATTENDANCE

Board Members: William Southern, Ann Petrus, James Murphy, Danny Ross, Donal Spaulding, Clarence Rycraft, James Rafta, Daniel Schuster, Stephen Zabriskie, Brian Donnelly, David Turner, John Kruk, Kathleen Rapp, Walter Tennant, Linda Hartsock, Jack Miller, Morris Sorbello, Shawn Doyle, and David Elleman.

Guests: David Holder-Syracuse Convention & Visitors Bureau, Kipp Hicks-Madison County IDA, Greg Hitchin-Onondaga County Office of Economic Development, James D'Agostino-SMTC, Chuck Murphy-Senator DeFrancisco's Office, and Robert Trachtenberg-CNY TDO.

Staff: David Bottar, Karen Novak, Katherine Bertuch, Kathleen Bertuch, Michael Rosanio, Anne Saltman, Jeanie Gleisner, David Kubek, Christopher Carrick and Paul Thompson.

BUSINESS MEETING

1. CALL TO ORDER

Chairwoman Kathleen Rapp called the meeting to order at 12:15 p.m. at the office of the CNY Regional Planning & Development Board and stated that a quorum was present.

2. APPROVAL OF MEETING AGENDA/ANNUAL MEETING MINUTES

The first order of business was a review of the day's agenda and minutes from the April 15, 2009 meeting. A motion was introduced and seconded to accept the agenda and minutes as presented; the motion was approved unanimously.

3. PRESENTATIONS:

Mr. Bottar opened the discussion regarding tourism development in Central New York by noting the feature article that was recently carried in the CNY Business Exchange Magazine regarding the Greek Peak Resort in Cortland County. Mr. Bottar noted that copies of this magazine issue were included in the Board mailing this month and reminded members that the Board held a meeting at the resort in August 2007. Mr. Bottar also commented on a regional agritourism map that was included in the Board mailing, noting that work on this map was recently completed by the agency in cooperation with the Madison County Planning Department with grant funds secured by former Senator Nancy Lorraine Hoffmann

Mr. Bottar also provided a brief power point presentation summarizing a report that was recently commissioned and issued by the State titled, "The Economic Impact of Tourism in New York State" prepared by the Tourism Economics company. Mr. Bottar pointed out that another major study of interest was done in November 1999 by Cummings-McNulty Group titled, "Tourism Assessment Development Strategy Study for Syracuse and Central New York".

Mr. Bottar presented information from the State report that summarized state and regional statistics for 2008 and the past five years, outlining visitor spending by market by sector, both domestic and international tourism, the effects tourism on employment, GDP, wages and tax revenue.

It was noted that statistics from this report show that tourism is 9th on a list of employment ranking for the State, that downstate comprises 80% of the visitor spending in NYS, and there is positive tourism growth in all regions of the State. Mr. Bottar commented that the report provides clear evidence that tourism is an important component in the region's economy and must continue to receive support from a public policy perspective.

David Bottar introduced David Holder, the President of the Syracuse Convention and Visitors Bureau as the guest speaker.

Mr. Holder initiated his power point presentation by noting that the value of tourism to a community can be determined by dividing the tourism dollars generated by the number of households in the county. This figure is an indicator of the amount of tax dollars each household saves by dollars generated by tourism. Mr. Holder noted this equation provided the basis for the SCVB to initiate its new tourism destination marketing program.

In commenting on this program, Mr. Holder talked about the buying decisions that affect tourism and how consumers must think about the destination before they "purchase". He discussed travel motivators and Syracuse's image versus the competition. Then he noted the SCVB decided to focus on three key market areas: Albany, Ottawa, and Scranton. In choosing these three areas for a targeted marketing effort, Mr. Holder noted it was based in part on the concentration of trade associations in the Albany area, the affiliation with the Scranton community developed through the SU basketball program, and the inclination of Ottawa residents who enjoy the shopping experience in Syracuse.

Mr. Holder noted the five tourist dimensions for the marketing effort were defined as: shopping, cuisine, arts and culture (festivals, heritage, events, and art galleries), sports and recreation, and pampering (room service, lakefront areas, escapism, spas).

Mr. Holder indicated the SCVB is using a marketing theme titled “Syracuse will surprise you”, with on-line advertising and seasonal commercials being carried in the local media in the three market areas. Printed stories have increased as well as local television broadcasts. The SCVB is also using direct e-mail marketing and this is showing higher than industry average results. Mr. Holder noted the SCVB has updated their website, is beginning to market through the use of Facebook and Twitter sites..

Mr. Holder provided members with a copy of the “Syracuse Visitors Guide” as a marketing piece that was done in coordination with the Post Standard. He noted the SCVB plans to publish copies of this guide on a seasonal basis.

Mr. Holder announced that the Everson Museum will be having an exhibit this “From Turner to Cezanne”, an exhibit of French impressionist artists in the fall. Mr. Holder noted that the Everson is one of five museums in North America that is going to host this exhibit and it will double the Everson’s annual visitation in a 3-month period of time. The SVCB has created a micro website for this exhibit.

Mr. Holder noted that the SVCB has also created a micro website with golf packages and is working in conjunction with Madison County to develop a marketing program called “Equine Alley” to market the area’s equestrian events, building on the celebrity of Olympic champion Beezee Madden in Cazenovia.

Mr. Holder also noted the work the SVCB is doing to link many attractions in the area by selling a “Surprise Me Pass” to museums, restaurants, and retail locations as part of an overall program. Mr. Holder said the area needs the right brand and the agency is working with tourism offices in all counties to push the right message.

As part of the presentation, it was noted that indicators of marketing success are the increase in convention sales, sport ticket sales, website visits, and increased calls for information. Mr. Holder noted that an independent third party assessment of the effectiveness of the SCVB new marketing program found an increase in both the intent to visit Syracuse and a positive experience report by those who have visited the area.

Mr. Holder explained that some events are brought to this area because they were sought after and in some cases key persons have a connection to the area. This was the case with the Bass Masters event, a partnership between SCVB and Onondaga County Parks and Oswego County and returning for its 4th year, a person behind the scenes at ESPN grew up in Syracuse. Mr. Holder also noted The Healthy Buildings Conference planned for this fall is the result of work between the Center of Excellence and influential people working behind the scenes.

When asked to what extent the Turning Stone affects tourism in the region, Mr. Holder responded that it is a competitive marketplace and the Turning Stone is a competitor for some events, but in most cases when events are held at the Turning Stone it is positive for the area.

Mr. Holder noted that the SCVB retained the services of Longwoods International to assess the effectiveness of their marketing program. It was noted this research documented a solid return on marketing investment. The actual dollars generated is \$11.76 in tourism spending for every dollar spent on advertising. Mr. Holder credits the Onondaga County Legislature for their approval of \$357,000 of funding for the marketing campaign and Kathleen Rapp as being an

advocate for this program. At the conclusion of his formal remarks, Mr. Holder answered several additional questions from Board members and guests.

4. **EXECUTIVE DIRECTOR'S REPORT**

Mr. Bottar announced that the next Executive Committee meeting will be on July 15th with a presentation of the 2008 audit. He said the next Board Meeting is being held on August 19th and will be an Oswego County member visit with the meeting being held in Pulaski, New York.

Mr. Bottar announced that corporate action to complete the merger of the COMCO Development Corporation and CNY Enterprise Development Corporation should be completed in July. CNY Enterprise will be the surviving non-profit. As part of this action, Mr. Bottar noted that the CNY EDC By-Laws have been amended to provide for two at-large appointment to the board of directors by the chair of the CNY RPDB.

5.. **OLD/NEW BUSINESS**

Chairwoman Rapp announced that she was appointing Jack Loveland and Joe Russo to fill the two at-large positions on the CNY EDC board.

6. **ADJOURNMENT**

There being no further business, a motion was introduced and seconded to adjourn the meeting; the motion was approved unanimously.

Respectfully submitted,

David Elleman, Secretary