

**COMMITTEE DAY
THURSDAY
MARCH 3, 2011**

Members present:

Bill Farber, Barry Hutchins, Brian Towers, John Frey, Rick Wilt, Bob Edwards, Clark Seaman, Ermina Pincombe and Neil McGovern

**PUBLICITY, TOURSIM AND ECONOMIC DEVELOPMENT
AND PLANNING
9:30 AM**

Also present: Ann Melious and Pete Klein

Mr. Frey introduced Ann Melious.

Ann discussed Search Engine Optimization; there is a resolution that is on the Board's agenda today. There was a consensus of the Committee that this is a good idea.

Mr. Seaman asked if we can check our log stats to see where our traffic is coming from. Ann stated we can do this, but we haven't. It filters through Ad Workshop who monitors our website. Mr. Seaman feels this would be very useful to us.

Mr. McGovern entered at this time.

Ann reviewed the Travel Map/Guide resolution that is on the Board's agenda today. She received a quote of \$8,105 for the design from Ad Workshop. Ann feels that we should get as many of these printed as possible. She doesn't feel that the matching funds will be around for next year. The Printing of different County brochures was discussed.

Ms. Pincombe entered at this time.

Ann reported that the Birding Festival is pretty much organized. They moved it back a week, so it will now be the seconded weekend in June.

Ann reported that the last show of the year is in Suffern; Dean is there now. They did the Philadelphia show last week. They probably won't do that one again, they are looking at something different.

Meeting ended at 10:00 AM.