



Tioga County Legislative Worksession Minutes January 25, 2018 – 10:00 a.m.

Legislators Present:

Legislator Hollenbeck
Legislator Huttleston
Legislator Monell
Legislator Mullen
Legislator Roberts
Chair/Legislator Sauerbrey
Legislator Standinger
Legislator Sullivan
Legislator Weston

Legislators Absent:

None

Guests:

Matt Freeze, Reporter, Morning Times (*arrived @ 10:04 a.m.*)
Rebecca Maffei, Director, Tioga County Tourism (*departed @ 10:25 a.m.*)

Staff Present:

County Attorney Peter DeWind
Legislative Clerk Maureen Dougherty
Deputy Legislative Clerk Cathy Haskell
Personnel Officer Bethany O'Rourke
ED&P Director LeeAnn Tinney (*departed @ 10:25 a.m.*)

Call Meeting to Order –

Chair Sauerbrey called the meeting to order at 10:01 a.m.

Tourism 2018 Marketing Strategy Presentation -

Tourism Director Maffei distributed a one-page handout regarding the Tourism Office Marketing Plan for 2018 and highlighted the following:

- ***Tioga Downs Liaison*** – Tioga County Tourism Office has developed a strong, very positive relationship with Tioga Downs. Currently, the Tourism Office is promoting Tioga Downs packages and connecting on some events. Tioga County Tourism is marketing directly to the customers at Tioga Downs via availability of travel guides in their hotel rooms and a digital display on-site that the Tourism Office can control the displayed content.
- ***Cooperative Marketing Program*** – Tioga County Tourism manages the I Love New York Cooperative Marketing Partners Grant Program and every year Tioga County Tourism receives a grant through this program. This year, Tioga County Tourism received a matching grant of \$67,000, which is the entire marketing budget for the year. Approximately, \$30,000 is budgeted to assist marketing programs for 10-14 different events in the County. Tioga County Tourism strives to find an event in every community, if possible. Legislator Weston inquired as to whether an organization has to be a 501c3 to be eligible for these marketing funds. Ms. Maffei reported 501c3 status is not necessary. The process includes sending out an email notification to a distribution list of event organizers announcing matching grant funds are available through a simple application process. In addition, the Tourism Office will go through their calendar of events to identify whether an organizer has not responded or if there is a first-time event organizer that may be unaware of these matching marketing funds. The Tourism Office is prohibited from publicizing the marketing program funds in the newspaper due to being a NYS grant. The Tourism Office is in the process of getting the funds, therefore, the email will be sent in the next few weeks. This is exclusively for tourism event advertising and is a matching fund grant. The Tourism Office has established an I Love NY Committee within their current Board of Directors for the purpose of reviewing applications and making recommendations that are ultimately forwarded to the full Board of Directors for final decision-making.
- ***Waverly Glen Park*** – The Tourism Office is currently helping to establish a Friends of the Park Group. The Village of Waverly received a \$490,000 grant to start the project, which the Tourism Office played a significant part in preparing this grant. However, the Tourism Office is planning to take a step back from the actual project, as the park development is an Economic Development & Planning effort. The Tourism Office will continue to be involved in the public relations, branding, and signage aspects, as well as the promotion and development of the park as a tourism asset.
- ***Advertising Strategy*** – The Tioga County Tourism Office focus is digital advertising. The Tourism Office developed a new website last year and is currently working with a consultant and website developers in a re-design effort to engage more people to their partner listings and websites and tell the story of Tioga County. In addition to the website update, the Tourism Office is coordinating their social media with the same message content that is on their website. This type of advertising allows the ability to track actual numbers to determine what is and is not working. The Tourism Office purchased a booking widget, which is a service that allows individuals to reserve hotel rooms directly through a website. This booking service will be on the www.Fingerlakes.org website, which includes all of Tioga County Tourism's lodging partners. Ms. Maffei reported www.Fingerlakes.org is the number one hit when googling the Finger Lakes. This booking service will also be on the Tioga County Tourism website – www.experiencetioga.com. All Tioga County events and partner listings are also featured on regional websites such as the Finger Lakes Wine Country website. The Finger Lakes Wine Country website and digital marketing is very strong and the Tourism Office supplies content for their social media and e-mail blasts, which is a great marketing tool for Tioga County Tourism. Chair

Sauerbrey inquired as to whether individuals can subscribe to this email. Ms. Maffei reported subscription is open to the public on www.FingerLakesWineCountry.com and a request can be made for a free travel magazine and/or email newsletter subscription. Corning Enterprises is the sponsoring organization for a three-day Travel Bloggers Expo (TBEX) September 11-13, 2018 at Corning Museum of Glass. Tioga County will have the opportunity to host travel bloggers during this timeframe. In anticipation of this, an information session was held earlier this week with a core group of interested parties, which includes ED&P and local business owners to explore ways for setting up tours for the travel bloggers and align them with the County's tourism partners, as well as marketing our products.

- **Visitors Center** – This effort is ongoing and there is a lot of excitement in the community.
- **Tioga Arts and Ag Trail** – Tioga County Tourism is working with Tioga County Arts Council on this effort. First event was held last year and this year we are ahead of the game via the efforts of a Project Coordinator.
- **Regional Finger Lakes Farm Country Program** – Tioga County Tourism is working with the five Finger Lakes Wine Country counties on this program. This program is two-fold; Finger Lakes Farm Country Exhibition in February 2018 and marketing assistance for the agricultural tourism partners in this footprint with a website presence via a grant that was awarded.

Approval of Worksession Minutes – January 11, 2018:

Legislator Monell motioned to approve the January 11, 2018 Legislative Worksession minutes as written, seconded by Legislator Mullen with Legislators Hollenbeck, Huttleston, Monell, Mullen, Roberts, Sauerbrey, Standinger, Sullivan and Weston voting yes. Motion carried.

Action Items:

There are currently no action items at this time.

Other:

- **2018 Institute for Advancement (Succession Planning)** – Chair Sauerbrey reported the first class kicked off on January 17, 2018 with 19 participants. The focus of the class was County Government 101 and the PowerPoint presentation is available on the County Intranet under the Succession Planning folder.
- **Resolution Process** – Legislative Clerk Dougherty reported discussion occurred at the last worksession regarding processing resolutions through the respective committee(s) and that the committees referenced in the "REFERRED TO:" heading on the resolution must present their resolution at their committees. Based on Legislative decision, Chair Sauerbrey drafted a memo to the Directors regarding the process that should be followed. Ms. Dougherty reported discussion of this memo and the current practice of the Legislative Office distributing resolutions to the Legislature was discussed at yesterday's Leader's Meeting. Ms. Dougherty reported a recommendation was made for the Legislative Office to hold all resolutions and do a one-time email distribution on the Friday prior to the committee meetings to eliminate any confusion, as some resolutions go through multiple revisions and to ensure that everyone is working off the most current version. Based on this recommendation, Ms. Dougherty inquired as to whether the Legislature would prefer to continue with the current practice of the Legislative Office distributing resolutions as they are received or holding them for a one-time email distribution on the Friday prior to the committee meetings. Legislators Sullivan, Monell, and Hollenbeck expressed they would prefer to continue with the current practice of receiving them as they are submitted to the Legislative Office. Furthermore, Ms. Dougherty reported discussion occurred regarding the best way to reference the

“REFERRED TO:” heading on the resolutions that are presented/adopted at Special Meetings, as they do not go through the committee process, as the directive outlined in the memo indicates all resolutions must go through the committees referenced on the resolution. Legislators reported they were in favor of continuing with the practice of leaving the respective committees in the “REFERRED TO:” heading with the understanding that the Legislature is aware that special meeting resolutions will not go through the committee process.

Legislator Monell reported all the resolutions that are referenced as Finance/Legal have not gone through the Finance/Legal Committee. However, this recently changed when Chief Accountant Hollenbeck started the process of preparing and reviewing a synopsis of all finance related resolutions at the monthly Finance/Legal Committee. Legislator Monell reported he was in favor of this recent change.

Legislator Sullivan requested that today’s decision based on the two recommendations coming out yesterday’s Leader’s Meeting be taken back to the next Leader’s Meeting with the explanation as to why these recommendations were not approved.

→ **NYSAC Update** – Chair Sauerbrey reported the NYSAC Update was emailed to all legislators on this date.

Executive Session -

With no confidential topics noted, an Executive Session was not held.

Meeting adjourned at 10:37 a.m.

Next worksession is scheduled for Tuesday, February 8, 2018 at 1:00 p.m.

Respectfully submitted by,
Cathy Haskell, Deputy Legislative Clerk