

**NOT
APPROVED**

TOURISM ADVISORY BOARD

MAY 2, 2002

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MAY 21 2002

ALLEGANY COUNTY
BOARD OF LEGISLATORS

COMMITTEE MEMBERS PRESENT

Doug Roorbach, Charles Orlando, Craig Braack, Don Cameron, Jon Groton, Scott Northup, Kier Dirlam, and Jesse Case.

OTHERS PRESENT

John Foels, Patience Reagan, Brock Stortini

Jesse Case opened the meeting at 9:32 am.

- Introductions of the new members
- Reviewed how the Tourism Advisory Board works

Craig made a motion to approve minutes with a second by Doug Roorbach, approved.

PROGRAM REVIEW

"Shop Allegany First" – sharing advertising with Wellsville Chamber of Commerce.

- Increased radio spots
- Signs on transit buses
- TV spots

Driving Trails on county roads

Signs have been made; Public Works is putting them up as their schedule permits.

Inventory on Historic Signs. The Catskill Casting makes a cast iron sign that costs \$550.00 which includes shipping but does not include posts. We have 6 signs but need a lot more. Don C. said, "that the Alfred Sport Center makes a painted sign. " Craig B., Town Historian reviewed where some of the signs are. Both Craig and Kier will make up a priority list. They have at least 35 places for signs.

BICENTENNIAL- the County's Bicentennial is in 2006.

John F. talked about getting ready for our Bicentennial. We need to incorporate the theme up through 2006.

Craig met with other Historians and wants to publish a 20th century History of Allegany County. It hadn't been done since 1895. And before that it was written in 1879. He wants to know if the committee wants to get involved.

MARKETING AND CULTURAL INIATIVES

Jesse asked for suggestions about a Countywide Museum Tour in the fall. Also would like to start a "Handmade in Allegany County" initiative.

Discussed the "Pride of New York" grant application and how it ties into this Tourism group. This is a food/Agricultural product-marketing program.

Asheville has a craft guild called "Southern Highland Guild". They have two shows a year and have a location with items for sale made in the area. "Proudly made in Allegany County" could be a parallel line of marketing with Handmade in Allegany County and Pride of New York.

BIKING AND HIKING TRAILS

BIKE TRAILS:

Kier told us that biking is growing. He suggested that other places have package deals at B & B's or campgrounds. County should start setting up trails for Biking. People have commented that our trails are comparable to what Vermont and New Hampshire use to be. The Bicycle man from Alfred has been working with Kier and mapping out routes and Kier will publish maps for viewing.

Hiking Trails: 50,000 acres of Stateland and we only have some brochures to cover a small portion of the county. Craig said, "The Finger Lakes Trail goes through the northern part of the county."

GOOD OF THE ORDER

Jesse said we need to attract new visitors, we have a good record of bringing back the regular visitors.

Marketing needs to be stronger, \$15-22 million in visitor spending in the early to mid 1990's; \$25 million in visitor spending in the year 2000.

Guides should be available to Artisans for their tour weekend to hand out. We need to get a database of Artisans started; Kier has requested information from Charles Orlando.

John Foels:

1. Airport upgraded my attract tourists that fly in.
2. We need support of a County Park. We are the only county that doesn't have a park or recreational area.
3. Need thoughts on recreation ideas for young people.
4. Need to improve lake access, especially on Cuba Lake for general public. Presently it is virtually a private lake. Rushford Lake is a bit better as it has a public beach and a pay pen use Boat Launch area.

ADJOURNMENT

Meeting adjourned at 10:50 a.m.
Respectfully submitted,

Patience M. Reagan
Recording Secretary