

**PTEDP COMMITTEE MEETING
LAKE PLEASANT, NY
THURSDAY
MARCH 1, 2012**

Present: Neil McGovern, Ermina Pincombe, Brian Wells and Clark Seaman
Also present: Bill Farber, Rick Wilt, Brian Towers, Bob Edwards and Ann Melious

Neil introduced Ann Melious.

Ann wanted to review the resolutions that are on the Board's agenda for today.

There are two resolutions for the Birding Festival, one regarding the Guides that we use. The resolution authorizing the Chairman to sign contracts with Facilitators, Presenters and Guides has been amended from past years. In the resolution it states "Outings" not to exceed \$200.00 per day and Ann would like to change that to \$300.00 per day.

Bill stated it is \$50.00 per outing and that limits the Guides as to a certain number in a day, but if the amount was raised then they could actually do more. Bill stated that once they get to the resolution in the Board meeting he will remind everyone of the change.

Ann anticipates the expenses for Bruce Beehler will come in under \$2,000.00. Bill stated that we will need a contract with Bruce to reimburse his expenses.

The second resolution is to advertise our Birding Festival with Dr. Beehler's participation in the Audubon Magazine. This will be in the May/June issue which happens to be basically all about New York State. This is a national magazine with 1.8 million subscribers. We are only purchasing a sixth of a page.

Clark asked Ann if prime season is May/June do we want to advertise in that issue or earlier. Ann stated that we can't get in an earlier issue, but the May/June issue comes out in late April.

Ann wanted to discuss a paid search ad campaign. Last year we did the basic search optimization, but she feels we need to start buying some key words. That way we can adjust the key words we are buying. To make sure you bounce up in the search engines you need to be changing pictures on a regular basis. We are going to ask Ad Workshop for help with this in a proposal. Ann reported that they are looking at \$29,000.00 for this campaign.

The next resolution Ann wanted to discuss was the 1 to 1 Matching Payments. She thinks this is a great way to stretch County dollars while helping the municipalities to position events.

The last one is to appropriate publicity funds for Tourism Update Day, which will be in June. Last year there were approximately 60 people who attended.

Meeting ended at 10:10 AM