

PRESENT: Council Member Kaytee LS, Community Development Director Judy Pangman, Al Rubin, Gary Laing

Invited, not present: Mayor Mark Drnek, Council Member Emily Falco, David Kropp, Tracie Jones, Vicki Hurlburt, James Tomaino, Nate Roberts

Purpose of the group: Create effective strategies to capitalize on the roughly 1M tourists who travel to our region during the spring/summer/fall.

Discussion:

Baseball families schedule out their stays in advance, we need to get on their schedule and build excitement for their trip, so we need a digital presence - whether that's an email, app, website - can we link from CASV?

We'd like this digital presence to link to a calendar, potentially hosted by DO because their purpose is Oneonta tourism. Made a point to include natural assets (get info from OCCA, Otsego Bicycles, Trail Assoc., etc.)

Note: there will be no booklet this year provided to families from CASV.

Step 1: Understand the CASV schedule. Determine if there's a time that's better for restaurants and businesses to encourage business - i.e. stay open late/offer discounts. (For example, if a business is closed on Sundays routinely, they could be missing out on multiple potential high-volume days based on the rotating CASV schedule. If we can obtain this info and share it, they can be smart about staffing and promotion.)

Step 2: Distill that info, and share it to businesses via DO/Chamber/Council Member Falco and have businesses contact us with what they're offering

Step 3: Create a landing page linked on CASV website. See what they can do for us digitally so we can get on tourist schedules before they arrive. Also, create print marketing (postcard with map and QR code) for in-person opening days.

Judy and Kaytee will reach out to Tracey and talk more about the CASV schedule prior to our next meeting.

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Additional Discussion:

SUNYAC track and field championships being held at SUNY Oneonta May 5-6: Have the city tent at the event, invite outdoor groups to host the booth, create the QR code poster so that people know where to shop and eat and what to do during their visit to Oneonta. Basically, if we can create what city engagement looks like at events and then recreate that every time, we can be effective without creating a ton of extra work.

On our radar: SUNY Alumni weekend, June 9-10

Next meeting TBD.