

**NOT
APPROVED**

TOURISM ADVISORY BOARD
Committee Minutes
July 19, 2001

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MAY 14 2002

ALLEGANY COUNTY
BOARD OF LEGISLATORS

Present: Jesse Case, Leslie Williams, Kier Dirlam, and Doug Roorbach

Excused: Don Cameron, Scott Northrop, Craig Braack

Jesse Case opened the meeting at 11:00 a.m. He gave an update on past tourism activities for new member, Doug Roorbach.

Jesse announced that effective September 1, 2001; the tourism office will have a new name, "Allegany County Office of Tourism and Culture." The office will have a new focus of cultural and historical events to coincide with the present tourist attraction of hunting and fishing. The "Shop Allegany County First" promotion was well received and a meeting was held between Jesse, John Foels and Scott Northrop regarding the Office of Development putting more resources into this effort with billboard advertising, radio and newspaper.

There was brief discussion regarding the clothing tax in Allegany County and what initiatives can be done to encourage school shopping to remain local and possibly working with local retailers to promote what they have to offer. Chautauqua County is the only nearby county to have eliminated the clothing tax.

The Chautauqua-Allegheny Region has hired a firm, Longwood International, who will be doing a marketing research study for all three counties in the region. This process will be in part to establish a new name for the region based on the highlights of each county. The region has contracted for approximately \$115,000 of which \$80,000 has already been raised. The region will be going to the private sector for the remainder. This initiative is partially Matching Fundable with I Love NY funds. Longwood has already made a visit to Allegany County and was give a tour by Craig Braack, County Historian, in the absence of Jesse Case. Longwood did a similar study for Steuben, Chemung and Schuyler counties with great success.

Meeting adjourned at 11:45 a.m.

Respectfully submitted,

Cathleen L. Whitfield
Recording Secretary