

SPECIAL FINANCE COMMITTEE

JUNE 12, 2020

Present: Bill Holgate, Tim Cutler, Dan Banach, Ed Bronson, Pat Killen, Rick Willson

Others present: Bonnie Percy, Tim Groth, Connie Hayes, Doug Paddock, Earle Gleason, Nonie Flynn, Carlie Chilson, Jim Multer, Kerry Brennan, Jessica Bacher from the Yates County Chamber of Commerce, and Nicole Mahoney and Sarah Blackwell from Break the Ice Media.

Bill reported this is a request from the Tourism Advisory Council (TAC) and asked Nonie to start the meeting.

Nonie explained she invited Jessica from the Chamber of Commerce to give an introduction on what the TAC is proposing and Nicole Mahoney from Break the Ice Media to answer any questions that may come up.

Jessica reported the TAC feels that there needs to be a plan for COVID recovery because of how it impacted the occupancy tax and sales tax. The TAC felt that RFP's should be sought for some companies to do some aggressive and robust advertising. After reviewing 3 proposals the TAC recommends Break the Ice Media.

Nicole explained her agency is dedicated to tourism. This allows her team to have a deep understanding of what is happening in tourism in many different areas. Nicole reviewed some of the different types of advertising that her company does. Nicole will be meeting with the TAC and the Chamber within the next two weeks to work out the best advertising strategy for the County.

Tim questioned how soon the deliverables would be available.

Nicole stated that she would like to have the campaign up and running July 1st.

Pat asked for some background information on the company.

Nicole stated that the company was started in 2009 and just passed the 10 year mark. They work mainly in New York State but they do have clients outside of New York State as well. The company provides training for the team every year.

Doug stated that he assumes Nicole will bill when each path is completed as the plan is to go from July 1st to October 31st. Also, if there is another shut down will the billing be done on a percentage of the completed work. Nicole confirmed that it would be.

Rick stated that time is of the essence with this.

Bill questioned if the Committee was ok going forward with a resolution. The Committee approved.

Meeting adjourned at 9:20 a.m.