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ALLEGANY COUNTY
BOARD OF LEGISLATORS

NOT APPROVED

TOURISM ADVISORY BOARD

JANUARY 30, 2003

COMMITTEE MEMBERS PRESENT

Doug Roorbach, Don Cameron, Scott Northrop, Jon Gorton, Jesse Case, Kier Dirlam and Craig Braack.

NEW MEMBER

H.M. Bateman

OTHERS PRESENT

Patience Reagan

Jesse Case opened the meeting at 9:10 a.m.

- Introductions of members

Scott Northrop made a motion to approve minutes with a second by Craig Braack, approved.

Jesse handed out Committee of 44 Booklets and would like a response back and your input.

ALLEGANY COUNTY BICENTENIAL

Jesse started off by talking about the historic signs. We will purchase a couple a year. We will also fix and repair signs that need it, weather permitting.

The Allegany County Welcome signs will be completed by the end of this year. Craig Braack asked about how weather resistant they are, because one is buried in snow on Route 243. Jesse added that they are made of resin, and that the only problem is that the color we chose, maroon, Wendy (Powers) Skinner said they might fade.

Jesse brought up that there is another committee that is actually working on the "Celebration". He can't actually say, that there might be a small event on the actual day, April 6. Then there is other discussions of perhaps that the Allegany County Fair does some other event that will tie in the Fair that would be a bigger bash with warmer weather. The overall plan is that the communities that already have events in the county would incorporate the Bicentennial themes in to there current event structure so we just didn't go out and have a big event that's over and done; we want to stretch it out from

September 2005 to end of 2006. The communities that do have events are very positive about working with us on that.

Banners

Communities that have banners that go on their poles will also be acquiring new Bicentennial banners over the next 2 years. The towns that have banners will have their own on the inside and the new Bicentennial ones at the gateway of their community.

ALLEGANY COUNTY HISTORIC BOOK

Craig Braack, County Historian, talked about the book that is being put together. About a year and a half ago, they started out with town meetings of all the Historians. Now a group has formed, with historians, museum representatives, genealogists and history lovers. They have now met 7-8 times in the last year. They have elected officers, and have been getting a checking account; they have also contacted a publisher. The book will cost about $50,000. We are looking at 2,000 copies with about 200-250 pages. Early sales will be between $25 -$28 and once the book is out around $35-$38.00. The funding source came up with $12,500, with the rest 25% remaining due from the sales in 2005. . The publishing company is called Downing; they are out of Virginia Beach. The Allegany County Area Foundation is the funding source and very willing to work with the committee.
The information is the book will be:

- Social History of the County
- 1st part of the book will be about the Spanish American war up to 1910, social effects of the war.
- It will be decade by decade starting in 1895
- Same with WWI and WWII, the social aspects.
- The flu epidemic of 1918
- The roaring 20's
- The 30's Depression, and so on.
- Miscellanies chapters like the History of Swain. We won't get into businesses unless there was a county wide social effect.
- Oil industry
- Texas Hot in Wellsville, and also Maple Tree Inn, unique places.
- Colleges will be covered

Craig also added that the monies that we will make will $10,000-15,000 by 2007. That money will belong to, after the loan is paid to the Foundation, to the Bicentennial Book Committee. That money will be seed money to publish histories of individual towns; villages or institutions that had nothing previous had been published. We would do a Town of Grove history that had never been done before. The publisher suggested that we should have the book out in September of 2005, with using it as Christmas gifts, that is where your sales are.

ALLEGANY COUNTY TRAVEL GUIDE

Jesse said that we have added 4 pages and have expanded the History and Culture section which is heading towards the Bicentennial. We have picked Angelica, Cuba, Alfred, Belmont and Wellsville because we have the photography all done. Craig wrote a little blurp on each one. We want to start promoting our small town and villages as tourist destinations and a way of life. It's very hard to promote this county, so we will gear it towards the "experience"or memory of Allegany County. The Travel guide use to say" For all reasons-all seasons." Now we are promoting "Its more than just a destination, Allegany County is an experience." We market around that way, and the response to the ads has been very positive.
Also on our Travel guide will be the History book on the back cover for the Bicentennial year. So that means we have to get the Travel guide out sooner. It has to be published no later than October.

FOR THE BENEFIT OF NEW MEMBERS

"Shop Allegany County First", has been on the radio, and also the Adelipha system T.V., the concept originated from the Tourism Advisory Board, and it is funded through our office and partners The Wellsville Chamber of Commerce and the Allegany County Alliance. It will also be in the Time Warner cable system. And the only part of the county that isn't covered is the Northwest corner. Timer Warner covers the area of Angelica, Cuba, Bolivar, Friendship, Canaseraga, Little Genesee, Rushford, Belmont and Belfast.
Scott Northrop added that "Shop Allegany County First" has had good feedback. The first year, radio ads were done, and the people responded to Scott when he was walking on the street in Wellsville. Scott stated that the retail sales in Wellsville are up from the previous year, including this year, even though national sales were down.
There are roughly 6,000 college students who mostly do their shopping else where, we are providing these students with "Shop Allegany County First" Student discount cards. Jesse said, "There will also be posters and a list of retailers to go with the cards." We had representatives from each communities check with there retailers to see who wanted to be involved, and if you wanted to be in it they would choose how much of a discount and what items that wanted to be discounted. The cards are made of a thin plastic, for each student with a list of each store and what discounts are involved. The colleges will distribute these cards through the student's mailboxes, and also included it on there web site. So far there are about 39 retailers participating.
Scott Northrop also added that the Allegany County Community Alliance meet monthly. So far it has helped spur some communities that have don't usually have a Chamber or type of Booster club. We have also started a project that Houghton is also involved in, we have highlighted communities in the county, which employers can use, like "Welcome to Wellsville package, but they also want information on the towns, which would help tourism and the colleges, even the people that want to shop here or even use the trails. Houghton wants to help out and even host the web site. So any extra information that Craig has from the Historic Book would be able to be on this site.
Jesse added that the county has their own web site, with Tourism events on it.

SNOWMOBILES

Everyone else had their trails shut down except for us, and we received lots of phone calls, even from Ohio. With the help of the Snowmobile Federation they will start helping us out on the mapping of the trails with a GPS on the snow machines and be able to update it every year.

J. DENNIS KIRST CAREER AWARNESS DAY

Will be March 22, 2003 at Scio Central School from 10:00- 1:00. We had over 500 kids last year, with about 60 businesses. This year we have invited Alfred-Almond and Canaseraga Central School.

ALLEGANY COUNTY COUNCIL FOR THE ARTS

This group is being formed, and we have corporation papers and a Board of Directors, and we are in the process of filing for tax except status. Jesse's job is to create the organization and finding the funding for it. We currently have an Alfred University student who is learning about Grant Writing, and public administration. We have her for a semester and about 13 hrs a week and she is in charge of finding us money for the Arts Council that is outside the NYS Arts deal cause they won't fund a director, we have to have a paid director in place before we can get re-grant person. We also have an accountant and a lawyer on the board. This group will help the Tourism industry and the other Art groups. We will let people know what is in the county.

ADJOURNMENT

Meeting adjourned at 10:26 a.m.
Respectfully submitted,

Patience M. Reagan
Recording Secretary