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City of Hudson
Arts, Entertainment and Tourism Committee 2016 AUG 26 AM 9:54
August 3, 2016 Meeting
Minutes

CITY OF HUDSON
HUDSON, NEW YORK

Chairman Rick Rector called the meeting to order.

Attending were Alderpersons Alexis Keith and Michael O'Hara.
Alderman John Friedman was absent. Also attending was Common Council President,
Claudia DeStefano.

Chairman introduced the meeting's guests, Ann Cooper, administrator of the Columbia County,
NY Tourism Department and Sue Chiafullo, marketing consultant.

Both guests were very formative regarding various programs utilized by the County for Tourism
related projects.

Ms. Cooper informed the committee that there was no local marketing and most citizens of the
community would not see marketing efforts as they all are being done outside the county.

Recent publications that the County has advertised in or utilized as marketing tools were passed
out for committee review. It was also discussed that a lot of movie theatre ads were run in
outside counties for Columbia County marketing.

Of special interest were activities that directly relate to Hudson. Both guests remarked
on the success of Hudson with various newspaper and magazine articles and how quickly
Hudson has become a destination.

The Committee then reviewed current Mass Gathering Permits and adjourned.