1. **Call to Order** — Chairman Ed Lighthall called the meeting to order at 10:04 a.m.

2. **Introductions** — Introductions were made all around.

3. **Approval of Minutes** — Milferd Potter made a motion to accept the minutes of April 20. Louella LeClair second. Motion carried.

4. **Old Business:**
   
   **A. Fort Ontario Report** — Paul Lear reported that at this time the fort is closed. Some of his staff has been reassigned to Battle Island State Park and Selkirk Shores State Park. The public is not allowed to drive onto the fort property but they will be allowed to walk on the grounds. Lawn care and maintenance of the fort will not take place. Louella LeClair stated that this is a national, state and county treasure and closing the fort cannot be allowed to happen. Nancy Weber asked if the county could take over for a year even to maintain the grounds. Paul and Dave said that we need to be considerate of the state workers at the fort as some of these tasks are their jobs. Liability is an issue and there would be issues with the unions. Rob Hiltbrand is the Regional Park Director and he would be the contact person. Paul mentioned that the organizers of the American Revolution National Encampment, August 13-15 with about 200-250 re-enactors, are looking for another location to hold the event should the fort remain closed. Margaret Kastler mentioned that the War of 1812 celebration is upon us and we need to plan for it and work toward opening the fort. Nancy Weber made a motion to encourage the county legislature to open discussions with the regional director to see what options we have to assist the fort at this time. Mercedes Niess second. Motion carried. Dave said the motion will be presented to the Economic Development & Planning Committee next Tuesday. Morris Sorbello asked what else in the county was being closed. Paul said the beach at Selkirk State Park; Sandy Island Beach will remain open.

   **B. Occupancy Tax Update** — Dave reported that TAC’s recommendation of not increasing the occupancy tax was presented to the Economic Development and Planning Committee. Shane Broadwell spoke at the meeting against raising the tax. Morris explained that the committee took no further action. Louella LeClair stated that if the state matching funds does not come through, the tourism office will not have the approximate $70,000 award money. Dave explained that if we do not get the award, the anticipated revenue line will not match the expenditure line. The legislature can say we need to reduce the expenditure line to match the revenue line or recommend that we go forward with the plan in place and we will be short in the revenue line. Morris said we have the money to run for this year; we have to wait to see what happens to consider the options for next year. Dave mentioned that the occupancy tax money must be spent on tourism promotion. Morris reported that there are other people, not just tourists, paying that tax — people working the shutdowns at Nine Mile for example.

   **C. Media Coverage/Tour Updates** — Dave mentioned that last week we had the opportunity to entertain seven media and leaders from the Israeli tourism industry. The visit was arranged by the international marketing division of I Love NY. President of Kay Tours out of Tel Aviv, vice-president of El Al Airlines, writers, and reporters traveled throughout the state focusing along the Erie Canal corridor.
They went to the Marine Museum, Fort Ontario and Safe Haven. Feedback was excellent with interviews, photos and questions. Legislators Leemann, Sorbello and Fruce greeted the visitors. All of the feedback from the I Love NY staff has been very positive. Our promotions with WPBS in Watertown cover households in Ottawa and northern NYS. We are using our 30-second commercial and we have an ad in their family TV Guide. We picked spots that are relevant to cultural tourism such as “The Antique Road Show” and some fishing and outdoor shows. This will build on our Fort Drum promotions. Ed commented that of the LOC Derby winners, 12 of them were from out of state. People from out of state are amazed at what Oswego County has to offer.

D. Festival of Sail – Dave mentioned that this is a combined effort by the Marine Museum, Port Authority, City of Oswego, Oswego/Fulton Chamber of Commerce and Oswego County. Mercedes commended Shane Broadwell and everyone involved in the event for their time and efforts to bring this about. There will likely be a change in the ships coming with the Unicorn replacing the Roseway. The Pride of Baltimore II and the Lynx will be here. The Unicorn has an all women crew and they work with troubled teenage girls to teach them leadership skill. Gated admission will be $10/adult, $5/ages 5-16, under 5 free, $25/family rate (up to 6 people) with hours 10 a.m. to 6 p.m. daily. Sail aways on the Lynx will be $65. Mercedes commented that with this event, Dick Pfund’s legacy lives on. Anyone interested in volunteering during their visit or becoming a sponsor (from $35 up), please contact Mercedes. Beth Hilton mentioned that this will begin a 10-day heritage celebration culminating with the Independence Celebration on July 4 and Nancy Weber reported that the County Fair will take place from July 1-5.

5. New Business:
A. Canal Information Center, Fulton – Dave reported that the Canal Information Center opened last week in the annex next to City Hall. This has been a project of the Friends of History of Fulton, NY. Carrie Butler is the contact person if you have information you would like included there. Beth Hilton mentioned that it is also the location for the satellite office of the Greater Oswego/Fulton Chamber of Commerce.

B. 2010 Tourism Ambassador Nominations – Dave Turner explained that this committee is seeking nominations for the 2010 Tourism Ambassador Award. Each year we recognize an individual or individuals for their contribution to the tourism industry. If you have any recommendations, please contact Ed or the tourism office.

C. Oswego County Fair Exhibit and Volunteer Opportunities – Mary Ellen Barbeau reported that the tourism office will again be coordinating the Economic Development and Tourism building at the County Fair. Each year we have exhibitors from some of the county departments and many of our tourism partners in the building. We ask that if you have an exhibit, you do sign up to cover at least one shift in the building. If anyone is interested in volunteering, a signup sheet is being circulated.

D. Member Communications -
- Woodsmen’s Festival – Jim Wright explained the event. It is held at the Booneville fairgrounds and there are 20-30 exhibitors in one building including Harden Furniture and Ducks Unlimited. This is where the tourism display would be located. A second building has arts and crafts. There are all kinds of activities including chainsaw safety classes, lumberjack competitions, and log rolling on the grounds. Erica Schreiner, an employee of the county Soil & Water Conservation District, is a professional axe thrower and a number of women participate in the festival’s events. There is a good Canadian attendance.
• **Margaret Kastler** mentioned that the cover photo of the Seaway Trail Journey Magazine is of Sandy Island Beach. Several legislators worked very hard to get the beach into the state’s hands and to keep it operational.

• **Sherry Kaderli** reported that the Cleveland Community Market Days will be held on Thursday nights June through September. It is free to the vendors but they do have to have a certificate of liability or sign a liability waiver. Farmers and crafters are encouraged to participate.

• **Ralph Larkin** mentioned that the safety on the Redfield Reservoir has not kept pace with the increase in boating. There has been no cell phone reception or law enforcement presence. This also impacts snowmobiling in the area. AT&T is building a 300-foot cell tower on the Bray’s property – the base is poured and the tower will go up when the cement has cured. Other phone companies may be able to come on board and possibly 911 also. Ralph recognized Margaret Kastler for her work to bring this about. The tower should be completed quickly once the base is ready. Morris congratulated the legislators for their support of the new 911 system.

• **Linda Middleton** reported that the Snowmobile Association is working on getting an FCC license in the groomers to help with communications.

• **Nancy Weber** mentioned that the strawberry blossoms look good and they should be ready next month. Apple blossoms are also good although we had a slight problem with the wind blowing the blossoms around last week. She also reported about the Safety Day on June 2. Law enforcement will conduct water craft safety and lawn mower safety classes. They will cover animal safety also. This will be held at the county fairgrounds and if you are available to help escort children that day, please contact Nancy. Mexico Point State Park will hold a festival at the end of the month and other various activities during the summer.

• **Morris Sorbello** reported that the county airport is operational 24 hours a day. Aircraft can land at any time, the facility is open with card entry, and fuel is available with a card at any time.

• **Margaret Kastler** reported that over the previous weekend, 2000-3000 boy scouts held a jamboree at the county fairgrounds. The fairgrounds will be used for more events this year to promote tourism.

• **Ralph Larkin** mentioned that the Coast Guard has a flotilla system at Sylvan Beach. The station is manned over the weekend for the summer. If there is not someone at this station such as during the week, the call will roll over to the Oswego station and they will dispatch the nearest department. When Oswego is closed after 10 p.m. at night, the call will roll over to Buffalo which is manned 24 hours/7 days a week.

• **Ed Lighthall** mentioned that Yogi Bear’s is hosting an open house this weekend. You pay for your entrance to water wars and you have the opportunity to shoot water balloons at members of the Mexico Fire Department. All proceeds will go to the fire department.

**Next meeting:** The next meeting will be held on Wednesday, June 23, at the H. Lee White Marine Museum at 9 a.m. Please note the change in date and time.

**Meeting adjourned:** Nancy Weber made a motion to adjourn. Bob Green second. Meeting was adjourned at 11:40 a.m.