

## WNY Southtowns Scenic Byway

March 2024 Meeting

March 12, 2024 \* 6:30 p.m.

(Julie's Pizzeria, Springville)

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**MEMBERS PRESENT:** Kim Bowers, Lindsay Buncey, John Burrell, Steve Crowley,  
Bill Even, Jason Keding, Bill Krebs, Bob Lennartz

**MEMBERS ABSENT:** Scott Honer, Paul Mauer

**OTHERS PRESENT:** Ron Klinczar

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### A. November 2023 Meeting Minutes

- a. Motion was made by Bob Lennartz and seconded by Steve Crowley to approve the minutes as written.
- b. Motion was unanimously accepted and carried.

### B. Treasurer's Report:

- i. Beginning Balance = \$31,407.59
- ii. Ending Balance = \$24,848.12
  - Motion was made by Bob Lennartz seconded by Bill Even to approve the Treasurer's Report as noted above.
  - Motion was unanimously accepted and carried.

### C. Three annual filings for 2024:

- a. Annual Filing of Charitable Organizations (CHAR500)
- b. NYS sales tax return (due date March 20<sup>th</sup> - completed)
- c. Form 990N with the IRS

### D. Update on Buffalo Bills Kiosk

- a. Status of Watts Architecture sketch
  - i. Ron brought the final sketch to share with the board
- b. Follow-Up Meeting with Steven Ranalli
  - i. CBA OC Makeup – Bills, State, County
    - Legislator John Mills on the CBA – met with Ron and Bob
    - 3 from Erie County
    - 4 from NYS
    - 2 Buffalo Bills
  - ii. Financial Responsibility of the OC (Oversight Committee)
- c. Report from Ron will be submitted with March meeting minutes
- d. WNYSSB Board Commentary

### E. Photo Contest Discussion

- a. 3<sup>rd</sup> Annual
- b. Launch will start in June
- c. Looking to increase to 100 submissions

### F. Update on Conference with Visit Buffalo Niagara

- a. Bill Krebs briefed the board on the conference
- b. Report from Bill was previously submitted but will be attached again with March meeting minutes

The next regularly scheduled meeting will be on Tuesday June 11<sup>th</sup> at 6:30pm – location TBD.

**Bill Krebs**

**Notes on the Visit Buffalo Niagara Marketing Outlook Forum**

**Jan 23, 2024**

**Main Takeaways:** *Byway is neglected by VBN because majority of tourists visit city attractions and spend money on lodging, food, and retail. Collaboration and telling the story is most important. Mission of Byway falls short of marketing and bundling the product. Challenge is to assist or inspire Byway communities to tell their stories and market their tourism products. Pedestrian signs, brochures, VBN are a big help. Kiosk will be a tremendous help by placing the Byway tourism products where the money is.*

**1. Year in Review Patrick Kaler**

In Erie County \$2.2B was spent on tourism in 2022. Recovery from covid data

**2. VBN Sales and Services: Mike Evan**

Invest Buffalo, Ec Dev, Traveler Conferences, Book Club, Book Tours, *Small Marketing Mtgs (met with people in Springville).*

**3. Marketing & Communication: Ed Healy**

“Undeniably Vibrant”, Martin House, AKG, Larkin Sq, Canalside, Silo City, River Works, GrayCliff Estate, Shea’s Buffalo, Richardson Olmsted Campus, History – African American Heritage, “Place Shopping”, *Arts and Crafts in E Aurora*, Bflo Stain Glass, Local Talent, *Arts in the neighborhoods & Cultural Tourism*, 2024: Freedom Steps, Hear Here (Music) AKG, Culinary Tourism, *Outdoor Recreation “Guide to Being Outside”*

Encourage AIDA Awareness, Interest, Discovery, Action

**4. Industry Relations & Destination Development: Renata Toney**

22 Theaters part of the Showtime Now Program  
Restaurant Week next is April 15  
Hospitality Education partner with schools  
*Total Eclipse* (April 8) initiative (expect 100,00 plus to city)  
Industry nights in Williamsville and south towns (already visited Springville)  
Freedom Footsteps  
Tourism newsletter  
US Cultural Heritage Marketing  
Certified Travel Ambassador Project CTA

**5. Research and Zartico Heather Nowakowski introduces Don Jones of Zartico**

Providing data in real time, empowering places in real time with data, telling the story with data.  
Lodging, events, spending data, geo data.

Some data: most visitors from NYC, Rochester, Syracuse, 14%\$ on accommodations; 33%\$ on food; 40%\$ on retail; 37%\$ in northern suburbs. *No data on southern suburbs or Southtowns.*

Potential Growth markets??

**6. Richard Peterson, US Cultural & Heritage Market Council**

Collaboration is important, partners in tourism,  
Tell the story past and present  
Museums, arts, events are for locals but attract tourism  
Products are the parks, performances, culinary, craft, arts, museums, sports, shopping, main streets.

Marketing is packaging, bundling, distributing info that do the connecting, involving, inspiring tourists