

CITY OF PORT JERVIS

P.O. BOX 1002
20 HAMMOND STREET
PORT JERVIS, NEW YORK 12771



Tourism Board Meeting Minutes

June 12, 2024 at 7:00pm in the Council Chambers in City Hall

The meeting was called to order at 7:00pm by Laura Meyer.

Roll Call:

Members Present: Laura Meyer - Chairperson, Mike Meyer, Thomas Enright, Jackie Smith, and Councilwoman Maria Mann - Council Liaison

Public: Niki Jones, Kalista Cherry

Public Comment: Niki Jones, a local business owner for 25 years, spoke to the Board about strategic communication and ways to market Tourism events to increase attendance.

Treasurer's Report:

No information was given to the Chairperson for tonight's meeting.

Fabulous Fifties:

The Fabulous Fifties event took place on June 2, 2024 from 12pm to 6pm at Riverside Park. Fifty five vendors participated in the event. A majority of the vendors sold food, which led to some vendors being unhappy that their items didn't sell. Next year the event will take place on June 1, 2025. It was discussed possibly adding a bouncy house for children to next year's event.

Italian Festival:

The Bella Notte Italiana Festival will be held on August 17, 2024 in Veteran's Square Park from 3:00pm to 9:00pm. The schedule for the entertainers will be as follows: Tarrantello dancers will perform at 5pm, Vanessa Racci will perform at 6:30pm, and Sal Valentinetti will perform at 8pm. Niki asked the Board who we would like to see attend the festival, and what type of audience would we like to appeal to. She also suggested any advertising and decorations for the event focus on the words "Bella Notte" (beautiful night). Some ideas discussed were to start advertising the event approximately two and a half weeks prior to the event, choose the target audience to live within 30 miles of Port Jervis, and send the event information to the Orange County Tourism Board for more exposure.

Fall Foliage Festival:

The Fall Foliage Festival will be held on September 22, 2024 from 10am to 5pm in the downtown area. Vendor applications are available on the City's website.

Adjournment: Motion to adjourn at 8:23 pm made by Mike Meyer, seconded by Thomas Enright.

Next Tourism Board Meeting will be held on July 10, 2024