



Tourism Board Meeting

September 1, 2026 - 8:30am

Newfane Town Hall Community Center

1. Attendance

a. Board Members

- ☒ Gina Guido-Redden - Chairperson
- ☒ Christine Kelemen
- ☒ Cate Banks Orr
- ☐ Barb Miller
- ☒ Jim Sansone
- ☐ Ann Schulze
- ☐ Janet Steggles
- ☒ Jane Voelpel
- ☒ Stella Wilson
- ☒ Kris DeGlopper Banks
- ☒ **Quorum Met (at least 5 members)**

b. Liaisons/Town Hall Representatives

- ☒ Karen Young - Lakeview Village Liaison
- ☒ Peter Robinson - Town Board Liaison
- ☐ John Syracuse - Supervisor

2. Budget

a. Review Budget Reports – Tourism and Lakeview Village

- i. Fund re-allocation – rain cancellations for concerts : (4) Gazebo & (1) LKV – plan to try to reschedule for October, so no re-allocation necessary yet
- ii. Lakeview Village Shoppes under budget but still need to complete repairs this fall that did not get completed in the spring before the season started
- iii. Approve both Year to Date Reports
 - 1. Motion: Jane Voelpel
 - 2. Second: Stella Wilson

3. Old Business

a. 2027 Guide Ad sales updates

- i. Reports from everyone with ad sales updates - ads & checks have started coming in and everyone will need to follow up with their leads this month
- ii. Due date for the ads is Friday, October 2nd

4. New Business

- a. Town purchasing – process change and reimbursement process clarification - Gina will be following up with a meeting with John to discuss any other changes required
- b. Fishing Expo 2027 - Thursday, February 25th to Sunday, February 28th
 - i. We are all registered & will schedule volunteer shifts at future meeting
 - ii. Discussion of making the surround more visible - idea to use small table to elevate display
 - iii. Board members should send pics (or pic ideas) to tourism email for display board

5. Social Media Update - Karen Young

- a. YTD Tourism: 1.9 million views, 1300 new likes, spikes in interest February, May, and early July - clearly times that people are planning their visits
- b. YTD Lakeview Village Shoppes: 487,000 views, 635 new likes, spike in interest in May - at the time of the shoppes season starting

6. Lakeview Village Update – Karen Young

- a. Shoppes will be open just weekends after Labor Day - please share
 - i. Music & Wine will be Saturday afternoons in September
 - ii. Boonanza is October 3rd
 - iii. Metaphysical Faire is October 10th

7. OBCA Update – Jane Voelpel

- a. Teddy Roosevelt will be in town on Labor Day Monday - Lakeview Village Shoppes, Carousel Park, Ye Olde Log Cabin, & Gazebo (after concert)
- b. Car Cruises will move to Saturday afternoons in September from 3pm-6pm

8. Town Hall Tourism-Related Updates - Pete Robinson

- a. Beach will not be open for swimming for last weekend but will be staffed by lifeguards to allow beach access
- b. Ideas for future events: New Years Party, Show Dog Parade, Weck & Wing Fest, Fish Fry Cookoff, Cookie Baking Contest at Van Horn Mansion, Wedding prize package, Ice Skating Party

9. Adjourned at 10am