

Minutes

OCCUPANCY TAX COMMITTEE

DATE: December 2, 2009

AGENDA

Committee Supervisors:

William H. Kenny, Chairman

Louis E. Tessier

Eugene J. Merlino

Ralph Bentley

Fred Champagne

Kathleen Simmes

Sterling Goodspeed

- 1) Accept minutes from September 22, 2009 meeting.
- 2) Report on Revenues from County Treasurer.
- 3) Michael Consuelo to update committee on activities since September.
- 4) Discuss Village of Lake George request for continuance of contract at the visitor's center. (\$25,000-not budgeted)
- 5) Discuss Gaslight Theatre proposal including cost of consultant's written documentation. (\$3,000)
- 6) Discuss continuance of Sales/Special Events Convention Coordinator contract for 2010. (Michael Consuelo ; \$50,000 – budgeted)
- 7) Old business / New business
- 8) Adjourn

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

Date: December 2, 2009

To: Chairman Kenny & Members of the Occupancy Tax Committee

From: Frank O'Keefe, Treasurer

A comparison of current year to prior year occupancy tax revenue collected through November 30 is shown below.

Revenue Collected through November 30, 2009	\$2,536,178.40
Revenue Collected through November 30, 2008	<u>\$2,844,644.35</u>
Increase/(Decrease) from 2008	(\$308,465.95) (10.8%)

Please contact me if you have any questions or concerns.

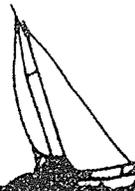
VILLAGE OF LAKE GEORGE, NEW YORK



P.O. BOX 791
12845

ROBERT M. BLAIS
Mayor

DARLENE V. GUNTHER
Clerk-Treasurer



TRUSTEES
John Earl
Ray Perry
John Root
Joseph Mastrodomenico, Jr.

ENFORCEMENT OFFICER
Douglas Frost

518-668-5771
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November 2, 2009

Fred Monroe, Chairman
Warren County Board of Supervisors
1340 State Route 9
Lake George, NY12845

RE: Visitor Center contract

Dear Fred:

I am writing you in line with the provisions of the enclosed contract to continue the County's support of our Visitor Center. While I am aware of the budgetary constraints facing the County I believe this to be a proper and very useful expenditure of Occupancy Tax funding.

Last year in addition to distributing several hundred county tourism brochures we handled over 23,000 other brochures for Warren County towns.

This year in addition to the permanent display of all Towns and the City of Glens Falls we are adding an outdoor kiosk available for weekly events throughout the County. Last year over 112,000 visitors asked questions of our attendants and over 350,000 utilized the public restrooms adjacent to our displays.

Please advise if I need to attend a committee meeting, etc. to encourage this continued support.

Sincerely,

Robert M. Blais
Mayor

Enc.

cc: Kate Johnson, WC Tourism Dept.
Paul Dusek, County Attorney

RMB/das

Warren County Board of Supervisors

RESOLUTION NO. 375 OF 2007

Resolution introduced by Supervisors Caimano, Kenny, Tessier, Gabriels, Merlino, Haskell and Monroe

AUTHORIZING INTERMUNICIPAL AGREEMENT WITH THE VILLAGE OF LAKE GEORGE TO PROVIDE FUNDING WITH REGARD TO THE LAKE GEORGE VISITOR CENTER - OCCUPANCY TAX COORDINATION

RESOLVED, that Warren County enter into an Intermunicipal Agreement with the Village of Lake George for promotional space within the Lake George Visitor Center for a term commencing January 1, 2008 and terminating December 31, 2008, with an option to continue in 2009, for an amount not to exceed Twenty-Five Thousand Dollars (\$25,000), and be it further

RESOLVED, that the Chairman of the Board of Supervisors is hereby authorized to execute an agreement existent with the terms and provisions of this resolution and in a form approved by the County Attorney, and be it further

RESOLVED, that the funding for the Intermunicipal agreement authorized herein shall be paid for from Occupancy Tax Revenues A.6417 470 - contract, upon receipt of a verified voucher in the amount of Twenty-Five Thousand Dollars (\$25,000).

Attest:
Supervisors Tessier & Kenny

8/21/09

Dear Lou / Bill -

This resolution expires 12/31/09. We will propose to use this 25,000 towards

Michael Conuelo's salary.

*Regards -
Katie / Lucia*



Fred Monroe
Chairman, Warren County Board of Supervisors
1340 State Road 9
Lake George, New York 12845

November 18, 2009

Dear Fred,

It was a pleasure to speak to you by phone yesterday with regard to the revitalization of the Gas Light Village district of Lake George. McGillivray Consulting Group (MCG) would be pleased to use our experience in themed entertainment to assist you in this matter.

As we discussed, a prudent first step would be for a MCG representative to visit the site. The goals of this trip would be the following:

- Meet with the local stake-holders to document specific needs and desires and to understand underlying financial constraints
- Establish immediate, short-term and long-term goals for the property
- Assess the facilities to determine their suitability for use as a performance venue
- Determine steps required to make facilities usable
- Agree on a work plan to move the project forward
- MCG will publish a written summary to stake-holders following the trip

Pursuant to the above, MCG proposes to send a representative to Lake George for a two-day preliminary investigation, arriving on the afternoon of day one, staying overnight in Lake George and departing late afternoon on day two. Our fee for this would be \$3,000 payable prior to booking the flight and hotel.

We look forward to helping to make this project a reality. Please contact me with any questions or comments.

Sincerely,

Michael A. Pharr
VP of Operations

7380 Sand Lake Road, Suite 500, Orlando, Florida 32819
Phone: 407-481-0019



REGIONAL CONVENTION & VISITORS BUREAU
A division of the Lake George Regional Chamber of Commerce

P.O. Box 272
Lake George, NY 12845
PH: 518-668-5755
FX: 518-668-4286

LGRCVB@lakegeorgechamber.com

**MONTHLY ACTIVITY REPORT
HOSPITALITY & CONVENTION SALES
for the
LAKE GEROGE REGIONAL CVB
NOVEMBER 2009**

ATTENDED THE FOLLOWING

- Meetings Quest Trade Show in Chicago, Illinois, November 11 -13, 2009
- Hague Chamber of Commerce Meeting
- Glens Falls Tourism Committee Meeting
- NYSPHSA Basketball Marketing Committee Meeting
- Glens Falls Civic Center Foundation Board Meeting
- Ski-3 Initiative Meetings
- Advertising Committee Meeting for LG Chamber of Commerce
- Holiday Festivities Shepard Park
- Events Committee Meeting for LG Chamber of Commerce
- Chaired monthly CVB meeting

SALES ACTIVITIES

- Weekly trips to Tri-cities (Albany-Schnectady-Troy) for continued sales calls to associations and corporate based event planners.
- Follow -up calls and mailings to contacts made at **Rejuvenate** and **Meetings Quest** shows.
- Direct mailings with follow up phone calls to **Ontario Motorcoach Association** contacts.
- Met with Rachel Janack, **SUNY Potsdam** to discuss area regional activities for presentation to Alumni Relations Office.
- Discussed possible ski groups and activities with two group planners from **Toronto Ski and Snow Travel Show**. Coordinating 2 night stay in June for 54 retirees from Ontario. Group will stay at Country Inn & Suites and will incorporate train ride, boat cruise and shopping. Group will then travel to NYC. There is potential for more tours similar to this group.
- Arranging a December site visit with Yolanda Coldwell who is planning a Church Couples Retreat for this coming February. RFP were sent to hotel partners with follow-up responses shared with client.
- Working with CVB committee to prepare proposal to host 2010 **ESSAE Wellness & Wisdom Day** in September along with additional marketing and sales initiatives relative to the association market.
- Coordinating site visit with **American Academy of Dental Practice** event planner for possible 2011 or 2012 conference.
- Met with Doug Kenyon to discuss 2010 and future **NYS Public High School Basketball Tournaments** along with additional athletic events during the seasons.

- Continuing to keep open dialogue with **Forum**, the **Dome**, **GF Civic Center** and **Gaslight Village** as potential event locations.
- Met with Norman DesLauriers and **Project Graduation** to discuss future high school trips as part of graduation week for 2010 and beyond.
- Working on four (4) Wedding Leads for summer that will require housing and possible church & reception locations.

LGRCVB Leads Booked in Warren County (definite):

GROUP NAME	DATES	# ATTENDEES	# ROOM NIGHTS	ECONOMIC IMPACT
IRS	September 14 - 18, 2009	68	272	\$23,376.00
JCI NYS Jaycees	October 23 – 25, 2009	120	85	\$25,920.00
Sweet 16 Seniors	September 21 - 25, 2010	40-46	80	\$19,872.00
Main Travel Service	June 19-21, 2010	55	56	\$13,000.00
TOTAL				\$82,168.00

LGRCVB Leads generated for Warren County Business'

GROUP NAME	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT
Univ. Vermont	June/July 2010	65 – 70	40	\$14,040.00
National Rifle Association	June 2011	75	135	\$24,300.00
IRS	June 20 – 25, 2010	220 – 225	320	\$147,600.00
NYS County Finance Assn	July 25 – 28, 2010	60	90	\$38,880.00
US Marine Tankers Reunion	July/August 2010	200		\$9,200.00
United Church of God	September 22 – 30, 2010	1000 - 1200	2117	\$1,574, 400.00
Copeland Retreat	February 5-6, 2010	100	50	\$12,500.00
Project Graduation	June 18, 2010	100	50	\$17,500.00
United Methodist Association	June 2012	275 – 300	700	\$64,800.00
American Academy of Dental Practice	Sept/Oct. 2011	100	195	\$15,580.00
TOTAL				\$1,918,800.00

