

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

January 28, 2011

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Belden
D. Strainer
S. Goodspeed
F. McCoy
R. Conover

D. Stec, Chairman Board of Supervisors

J. Sady, Clerk of The Board

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE December 3, 2010 MEETING MINUTES**
3. **WELCOME SUPERVISOR'S TO ANOTHER YEAR SERVING ON THE TOURISM COMMITTEE**
4. **RESOLUTION REQUESTS/ACTION ITEMS**
 - A. Resolution Request – Printing "Decks" poster
 - B. Resolution Request – Printing 2011 Summer Rates & Dates Brochure
 - C. Resolution Request – Contract with Village of Lake George/Visitor Center
 - D. Resolution Request – Beekmantown Welcome Center 2011 support
 - E. City of Glens Falls proposal for Creative Services through Warren County Tourism Dept.
 - F. No February meeting, committee approval for "Post Committee" resolution request for printing contract fish/boating map
5. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand
 - C. Creative – Peter Girard
6. **PRESENTATION**
 - A. Tom Connors, Ad Workshop – Winter TV campaign wrap, etc.
7. **COUNCIL OF CHAMBERS UPDATE**
 - A. January 27, 2011 meeting
8. **OLD BUSINESS**
 - A. No Pending Items
9. **NEW BUSINESS**
10. **ADJOURN**

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: January 28, 2011

- (a) Is this a Result of a Bid or Request for Proposal? Yes
- (b) Purpose of Contract: to authorize Benchmark Printing, Inc. to print
(10,000) 18"x24" "Decks" posters
- (c) Name of Contractor: Benchmark Printing, Inc.
- (d) Address of Contractor: P.O. Box 1031 Schenectady, NY 12301
- (e) Contractor's Contact Person and Telephone Number: _____
Carl Roser 518-393-1361
- (f) Has or will the Contract be provided, if so, please attach: no
- (g) Commencement Date of Contract: February 21, 2011
- (h) Termination Date of Contract: March 31, 2011
- (i) Payment Provisions: i) lump sum amount \$1,429.00
 ii) hourly rate amount N/A
 iii) Total amount not to exceed \$1,429.00
 iv) how will payments be made (i.e. monthly, quarterly,
 upon completion of the project etc. _____
upon completion of the project
- (j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: _____
A.6417 470 (Contract); not to exceed \$1,429.00

Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price neia. References? Available when?	Equipment? Warranty?
<p>Vendor # 1 Benchmark Printing, Inc. Carl Roser PO Box 1031 Schenectady, NY 12301 518-393-1361</p>	<p>(2) Sizes - 100# text 18" x 24" 24" x 36"</p>	<p>2,500 5,000 10,000 918 1166 1429 1165 1428 2139</p>
<p>Vendor #2 Offset House Tim Bird PO Box 8329 Essex, VT 05451-8329 802-764-4013</p>	<p>18" x 24" 24" x 36"</p>	<p>2,500 5,000 10,000 995 1251 1754 1289 1786 2636 + 114 S/H + 114 S/H +114/172 S/H</p>
<p>Vendor #3 The Pressroom Patrick Sisti 35 Bath Street Ballston Spa, NY 12020</p>	<p>18" x 24" 24" x 36"</p>	<p>2,500 5,000 10,000 879 1148 1677 1199 1736 2780</p>
<p>Vendor #4 Talco Printing, Inc. 5 Hunters Run Blvd. Cohoes, NY 12047 518-783-0707</p>	<p>18" x 24" 24" x 36"</p>	<p>2,500 5,000 10,000 1133 1495 2404 2022 3001 4695</p>
<p>Vendor # 5 Glens Falls Printing 51 Hudson Ave. Glens Falls, NY 12801 Nancy Ziegler 518-793-0555</p>	<p>no response</p>	<p>2,500 5,000 10,000</p>
<p>Vendor # 6 BQ Printing 6 Collins Drive Queensbury, NY 12804 518-793-4999 csr@bqprinting.com (Sue)</p>	<p>18" x 24" 24" x 36"</p>	<p>2,500 5,000 10,000 1436.06 1900.12 2844.24 2288.00 3032.00 4654.00 +S/H +S/H +S/H</p>

REQUEST FOR PROPOSAL

THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

TO: (VENDOR/ADDRESS)

FROM: WARREN COUNTY

<input type="checkbox"/>	Benchmark Printing, Inc.	<input type="checkbox"/>	Warren County Tourism	<input type="checkbox"/>
	Attn: Carl Roser		1340 State Route 9	
<input type="checkbox"/>	PO Box 1031	<input type="checkbox"/>	Lake George, NY 12845	<input type="checkbox"/>
	Schenectady, NY 12301			

DEPARTMENT Tourism

PLEASE QUOTE US PRICES ON ITEMS BELOW. NOTE DELIVERY REQUIREMENTS AND STATE FIRM DATE.

DATE: 1/7/11 REPLY DUE DATE: 1/20/11 11:00 DELIVERY REQUIRED BY: 3/28/11

ADDRESS REPLY TO THE ATTENTION OF: Bid Enclosed

Specifications for the following:

"Decks" Poster:

Warren County to design and provide to vendor by email or upload to ftp site

Quantity: 2,500 5,000 10,000
Size: Quote 2 sizes: 18 X 24" AND 24X36"
Ink: 4-color, one side, bleed
Stock: 100# gloss, - white **MUST SUPPLY PAPER SAMPLE**
Quantity: Quote 2,500 5,000 10,000 (subject to +/- 10% over or under)
Art work: Available to printer February 28, 2011
Proof: Vendor to supply proof for approval
Packing: Package in boxes. Each carton not to exceed 20 pounds.
Delivery: Warren County Tourism Dept. by March 28, 2011
Delivery must be included in quotation.
F.O.B. Warren County Tourism Dept., Lake George NY
Vendor Must Provide 2 day notice of Delivery to Sue Tucker, Warren County Tourism 518-761-6366

Please complete quotation and return with paper sample by 1/20/11 11:00

VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED: *as stated*

F.O.B. POINT: *Lake George*

TERMS: *Net 30 days*

DATE OF QUOTATION: *1/20/11*

Carl J Roser

SIGNATURE

REQUEST FOR PROPOSAL

THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

TO: (VENDOR/ADDRESS)

FROM: WARREN COUNTY

<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	Warren County Tourism	<input type="checkbox"/>
	_____			1340 State Route 9	
	_____			Lake George, NY 12845	
<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>

DEPARTMENT Tourism

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VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED:

F.O.B. POINT:

TERMS:

DATE OF QUOTATION:

SIGNATURE

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

June 2, 2010

Attention: Warren County Dining Establishments

So many of our area restaurants feature unique decks for outdoor dining, mingling and scenic viewing.

We would like to draw attention to *your* decks by featuring **“Decks of the Lake George Area in New York’s Adirondacks.”** Please send an image or two of your deck that captures its unique construction, its great scenic surroundings, and mostly people just having a good time.....

Show us what you’ve got!

Deadline: June 25

(Specifically decks, custom built landings and terraces which can seat guests. Not sidewalk dining.)

Send hi resolution images, no smaller than 5 X 7 to

Peter Girard, girardp@co.warren.ny.us

Thank you!

#

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: January 28, 2011

(a) Purpose of Request: To authorize continuation of the Inter-municipal Agreement with The Village of Lake George to provide funding for the Lake George Visitor's Center.

(b) Details: Amount of funding to be increased to 25,000.00 from \$12,500.00 in 2010.

(c) Previous Resolution Number: #341 of 2008; #818 of 2009

Warren County Board of Supervisors

RESOLUTION NO. 818 OF 2009

Resolution introduced by Supervisors Kenny, Tessier, Merlino, Bentley, Champagne, Simmes and Goodspeed

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

WHEREAS, Resolution No. 341 of 2008 authorized an intermunicipal agreement with the Village of Lake George for promotional space within the Lake George Visitor Center, for a term commencing January 1, 2009 and terminating December 31, 2009, for an amount not to exceed Twenty-five Thousand Dollars (\$25,000), and

WHEREAS, the Village has requested exercising the option to continue in ²⁰¹¹2010, and the ^{TOURISM}Occupancy Tax Committee has concurred, now, therefore, be it

RESOLVED, that Warren County continue the intermunicipal agreement with the Village of Lake George for promotional space within the Lake George Visitor Center, for a term commencing January 1, ²⁰¹¹2010 and terminating December 31, ²⁰¹¹2010, for an amount not to exceed ^{TWENTY-FIVE THOUSAND}~~Twelve Thousand Five Hundred~~ ^{25,000}~~12,500~~ Dollars (\$~~12,500~~), and be it further

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

RESOLVED, that the funding for the agreement authorized herein shall be paid from Budget Code No. A.6417 470 Tourism Occupancy- Contract, upon receipt of a verified voucher in the amount authorized above.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: January 28, 2011

(a) Purpose of Request: Continue to show support for the full amount of funding in the Governor's budget for the I Love NY Gateway Information Center at Beekmantown.

(b) Details: Governor Cuomo proposes cutting the full amount of funding in the amount of \$150,000 from the 2011 budget. The Beekmantown Information Center has played an integral part in tourism promotion since it was established in 1991.

(c) Previous Resolution Number: 81 of 2010

Please send copies to : Governor Cuomo, Senator Betty Little,
Assemblywoman Theresa Sayward, and
NYS Association of Counties

Resolution in Support of Full Funding in the 2011 Governor's Budget for the Official I Love New York Gateway Welcome Information Center at Beekmantown

Where as tourism is a vital component of the Adirondack Region economy, providing year round employment, and State and County sales tax revenue, And

Where as visitors from the United States, Canada and from around the world need travel information about New York State and the Adirondack Region, And

Where as in 1991 New York State acknowledged the need for an information center to address the needs of the traveling public and constructed an official I Love New York Gateway Welcome Information Center on I-87 south in Beekmantown, and has funded the operation of the Center at the same rate since 1991, And,

Where as the State of New York has contracted with the Adirondack Regional Tourism Council to operate the Center since the Center opened in 1991, And

Where as the Center is open 7 days a week and welcomes over 100,000 visitors on an annual basis who are directed by the Center's staff to Plattsburgh, Lake Placid, Lake George, Adirondack destinations and attractions, Albany, and New York City, And

Where as the Center also serves as the administrative office of the Adirondack Regional Tourism Council, and the Center's staff answers the phone 7 days a week to field questions about vacationing in the Adirondack Region, and annually mails out over 40,000 region-wide information packets in response to the Adirondack Regional Tourism Council marketing campaigns, And

Where as the closing of the Center as a result of the elimination of funding for the Center in the Governor's 2011 budget would cause hardship to the traveling public to New York State and the Adirondack Region, and would result in the loss of economic activity and subsequent decrease in sales tax and occupancy tax collections in New York State and the Adirondack Region, And

Where as New York State and the Adirondack Region depend on tourism as a key driver of the State and Local economy, Now

Therefore, be it resolve that the Counties of the Adirondack Region strongly support the continued operation of the official I Love New York Gateway Welcome Information Center in Beekmantown so that the traveling public can continue to learn about destinations in New York State and the Adirondack Region, and further, so that the Adirondack Regional Tourism Council can continue its mission of directing visitors to the Adirondack Region, resulting in continued employment in the tourism economy and the continued collection of sales and occupancy taxes, And

The Counties of the Adirondack Region respectfully request the Governor to reinstate funding in the 2011 budget for the operation of the official I Love New York Gateway Welcome Information Center in Beekmantown at the full funding level of \$150,000.00 on an annual basis.

WARREN COUNTY PURCHASING

WRITTEN/FAX PROPOSAL SUMMARY

PLEASE SUMMARIZE ACQUIRED WRITTEN PROPOSALS ON THIS FORM

(Purchasing Department MAY request back-up at any time.)

PUBLIC WORKS \$2,001.00 - \$7,000.00

PUBLIC WORKS \$7,001.00 - \$13,000.00

Department Tourism Date January 27, 2011 11:00 AM

Item: 2011 Rates & Dates and Events Brochure – Budget 7,300

Please print or type and submit with Purchase Order.

Public Works: Remember to include prevailing wage rates wherever applicable.

Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?		
Vendor # 1 Offset House Tim Bird PO Box 8329 Essex, VT 05451-8329 802-764-4013		<u>105,000</u>	<u>110,000</u>	<u>115,000</u>
Vendor #2 Brigar Express Solutions Inc. Jack Casson 5 Sand Creek Road Albany, New York 12205 518-438-7817		<u>105,000</u>	<u>110,000</u>	<u>115,000</u>
Vendor #3 Transcontinental Printing Quebec Mario Lachance 2850 Jean Perrin Street Quebec, Quebec G2C 2C8 418-840-5000		<u>105,000</u>	<u>110,000</u>	<u>115,000</u>
Vendor #4 Benchmark Printing, Inc. Carl Roser PO Box 1031 Schenectady, NY 12301 518-393-1361 Cell 522-1453		<u>105,000</u>	<u>110,000</u>	<u>115,000</u>
Vendor # 5 Inland Printers Kathy Hildenbrand 36 Orchard Drive Woodbury, NY 11797 800-320-3362	no response			

REQUEST FOR WRITTEN PROPOSAL
THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

TO: (VENDOR/ART)

Benchmark Printing, Inc.
Attn: Carl Roser
PO Box 1031
Schenectady, NY 12301

FROM: WARREN COUNTY

(Dept. address)

Warren County Tourism
1340 State Route 9
Lake George, NY 12845

PLEASE QUOTE US PRICES ON ITEMS BELOW. NOTE DELIVERY REQUIREMENTS AND STATE FIRM DATE.

DATE: 1/5/10

REPLY DUE DATE: 1/27/11 11am

DELIVERY REQUIRED BY: 3/22/11 -
Warren County
And Drop ship
locations

ADDRESS REPLY TO THE ATTENTION OF: "BID ENCLOSED R&D"

Specifications for the following:

SUMMER 2011 RATES & DATES AND EVENTS BROCHURE

Option 1: Qty: 105,000, 110,000, 115,000
Stock: 60# coated stock. Must supply paper sample with price proposal.
Size: 8 panel roll fold (see enclosed sample). 3 fold finished to 8.5" X 11"
Ink: 4-color, bleeds throughout

Project to successful printer from Warren County Tourism Dept. 3/22/11. Warren County will upload final design to ftp site OR send pdf to printer via email (send it global). Indesign files. Color proofing system and one set of blues produced by printer to be furnished to Tourism Dept. 5 business days after receipt of project. Upon approval of proofs by Tourism Dept., printer to proceed with job. **Printer to shrink-wrap brochures in quantities of 50. Bulk in small cartons, weight not to exceed 20 lbs. maximum per carton. All cartons to be labeled with quantity of contents.** Price to include all delivery charges. **No overages permitted.** Discs, proofs, etc. property of Warren County & must be returned at completion of project & prior to payment of printer.

Inside Delivery: Finished brochures delivered to 6 drop ship locations (inside delivery). Balance to Warren County.

All locations must receive 2 business day notice of March 22 delivery.

1. Binghamton Gateway Info. Ctr.: Route 81 North, Kirkwood, NY 13795. 607-775-0156. Attn: Patty Weist. 2,900

COPIES

2. Clifton Park Info. Ctr. I-87 northbound, exit 9, Clifton Park, NY 12065. 518-371-3763. Fri or Sat delivery. Attn: Verna. .

5,700 COPIES

3. Travel Plaza Info. Ctr. New York State Thruway, Milepost 65N, Plattekill, NY 12568. 845-246-8733. Mon or Fri delivery. Attn: Charlie. **11,000 COPIES**

4. Travel Plaza Info. Ctr. New York State Thruway, Milepost 33N, Sloatsburg, NY 10974. 845-753-5776. 2nd floor, Info Center. Attn: Ann. **2,000 COPIES**

5. Travel Plaza Info. Ctr. New York State Thruway, Milepost 127N&S, New Baltimore, NY 12124. Attn: Charlie. **2,000 COPIES**

6. High Peaks Rest Area: Southbound 1-87 mile marker 100, North Hudson, NY 12855 **1,600 COPIES**

All deliveries to be complete by March 22, 2011.

Balance brochures delivered to Warren County Tourism by March 22, 2011, call Sue Tucker 518-761-6366, minimum 2 days prior to delivery. \$250/business day penalty past delivery deadline.

INDICATE "BID ENCLOSED"-NO FAXES-PAPER SAMPLES MUST BE ENCLOSED

VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED:

F.O.B. POINT: *as requested*

TERMS:

DATE OF QUOTATION:

Carl J. Roser

SIGNATURE

1/26/11

REQUEST FOR WRITTEN PROPOSAL

THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

TO: (VENDOR/ADDRESS)

FROM: WARREN COUNTY

(Dept. address)

Warren County Tourism

1340 State Route 9

Lake George, NY 12845

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DATE: 1/5/10

REPLY DUE DATE: 1/27/11 11am

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Warren County
And Drop ship
locations

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Specifications for the following:

SUMMER 2011 RATES & DATES AND EVENTS BROCHURE

Option 1:	Qty:	105,000, 110,000, 115,000
	Stock:	60# coated stock. Must supply paper sample with price proposal.
	Size:	8 panel roll fold (see enclosed sample). 3 fold finished to 8.5" X 11"
	Ink:	4-color, bleeds throughout

Project to successful printer from Warren County Tourism Dept. 3/22/11. Warren County will upload final design to ftp site OR send pdf to printer via email (send it global). Indesign files. Color proofing system and one set of blues produced by printer to be furnished to Tourism Dept. 5 business days after receipt of project. Upon approval of proofs by Tourism Dept., printer to proceed with job. **Printer to shrink-wrap brochures in quantities of 50. Bulk in small cartons, weight not to exceed 20 lbs. maximum per carton. All cartons to be labeled with quantity of contents.** Price to include all delivery charges. **No overages permitted.** Discs, proofs, etc. property of Warren County & must be returned at completion of project & prior to payment of printer.

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VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED:

F.O.B. POINT:

TERMS:

DATE OF QUOTATION:

SIGNATURE