

Minutes

LAKE GEORGE AREA

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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

November 2, 2011

Committee Members:

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

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE October 21, 2011 MEETING MINUTES**
3. **ACTION ITEMS**
 - A. Resolution Request – Printing – 2012 Whitewater Rafting Brochure
 - B. Transfer of Funds – Equipment → IT \$165.11
4. **FOR YOUR INFORMATION - UPDATES**
 - A. Tourism Dept. – Kate Johnson
 - B. Groups/Group Touring – Tanya Brand
 - C. Creative – Peter Girard
5. **PRESENTATION**
 - A. Ad Workshop – Tom Connors
 1. Review of fall television campaign
6. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Michael Consuelo, Lake George Chamber of Commerce/CVB
7. **WARREN COUNTY COUNCIL OF CHAMBERS REPORT**
 - A. No meeting since last report, next Council meeting is tomorrow, November 3.
8. **OLD BUSINESS**
 - A. No pending items
 - B. Executive Session
9. **NEW BUSINESS**
 - A. Feedback/comments/insight/observations on your local tourism
 1. Supervisor Kenny
10. **ADJOURN**

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 - \$20,000.00

Department	Tourism	Date	10/14/11 3:00 PM
Item:	2012 WHITEWATER RAFTING BROCHURE		
<p>Please print or type and submit with Purchase Order. Public Works: Remember to include prevailing wage rates wherever applicable.</p>			
Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?	
<p align="center">Vendor # 1 Benchmark Printing, Inc. 1890 Maxon Rd. Ext. Schenectady, NY 12308 Attn: Carl Roser 518-393-1361</p>	<p>No response sample</p>	<p><u>45,000</u> 4,272 —</p>	
<p align="center">Vendor # 2 Brigar Xpress 5 Sand Creek Rd. Albany, NY 12205 Attn: Jack Casson 518-438-7817</p>	<p>sample</p>	<p><u>45,000</u> \$5,123</p>	
<p align="center">Vendor # 3 Fort Orange Press 11 Sand Creek Road Albany, NY 12205 Attn: Joseph Benoit 518-489-3233</p>	<p>No response</p>	<p><u>45,000</u></p>	
<p align="center">Vendor # 4 Offset House PO Box 8329 Essex, VT 05451-8329 Attn: Tim Bird 802-878-4440</p>	<p>sample</p>	<p><u>45,000</u> \$4,661</p>	
<p align="center">Vendor # 5 Kenyon Press, Inc. PO Box 710 Sherburne, NY 13460 Attn: Paul DeMarco Cell 607-351-9350</p>	<p>sample</p>	<p><u>45,000</u> \$4,113</p>	

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

To: (Vendor/Address)

Kenyon Press, Inc.
Attn: Paul DeMarco
PO Box 710
Sherburne, NY 13460

From: Warren County

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

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

Date: 9/22/11 Reply Due Date: 10/19/11 Delivery Required By: 12/28/11

ADDRESS REPLY TO THE ATTENTION OF: "BID OPENING"

Specifications for the following:

Whitewater Rafting Brochure 2012 (2011 brochure enclosed)

Qty: 45,000
Stock: 50# coated stock. Vendors must supply paper sample with quote
Size: Sample enclosed
8.5" X 16" (2 sheets) folded to 4" X 8.5" - 16 panels total
Ink: 4-color
Binding: Saddle stitch
Packing: Package in small cartons. **CARTONS NOT TO EXCEED 20 POUNDS EACH**
Shrink-wrap in quantities of 50. Label cartons with contents & quantity.
Materials: disc with color proofs supplied to successful bidder on November 22, 2010
OR Upload to ftp site
Printer to produce and provide folded, 4-color proofing sample of whole project by 12/7/11.
Tourism Dept. to return proofs by 12/12/11, prior to printing, per contract.
Delivery: By December 28, 2011

All pre-press work and final materials are property of Warren County and must be returned when job has been completed. \$250.00 per business day penalty for delivery beyond due date.

**MUST SUPPLY 2 DAY NOTICE OF DELIVERY DATE AND TIME TO SUE TUCKER
AT WARREN COUNTY TOURISM DEPT. 518-761-6366.**

Sign & return original quotation form, along with paper sample, in sealed envelope. Faxes not permitted. Indicate **bid enclosed** on envelope. Bids will be opened 10/14/11, 3:00pm. No bids accepted after this day & time.

F.O.B. WARREN COUNTY TOURISM DEPT., LAKE GEORGE, NY **Include delivery in price.**

VENDOR PLEASE COMPLETE THIS INFORMATION:

Date Delivery Promised: 12/28/11

F.O.B. Point: Warren Cty Tourism

Terms: Net 30

Date of Quotation: 10/10/11

Paul DeMarco

Signature



1 Kenyon Press Drive, Sherburne, New York 13460
(607) 674-9066, Fax: (607) 674-4952 www.kenyonpress.net

CUSTOMER: Warren County Tourism Attn: Kate Johnson
ADDRESS: 1340 State Route 9, Lake George, NY 12845
EMAIL: johnsonk@warren.ny.us
TEL: 518-761-6369
FAX: 518-761-6368
DATE: 10/10/11

WE ARE PLEASED TO QUOTE ON THE FOLLOWING:

DESCRIPTION: Whitewater Rafting Brochure 2012
QUANTITY: 45,000
NO. OF PAGES: 16 panels 4 x 8.5
SIZE: 8.5 x 16 flat, stitches to 8 x 8.5 soft folds to 4 x 8.5
COVER STOCK/INK: N/A
TEXT STOCK/INK: 50# gloss #3, 4/4
PRERESS: Electronic files supplied complete.
Customers submitting files for electronic output must take responsibility for the accuracy, and completeness of those files. Files incorrectly constructed, with corrupt, or missing elements, will, in all probability, cause delays, and incur additional charges. It is recommended that a test file be sent prior to receiving the actual job so we may trouble shoot potential problems
PROOFS: Epson/Digital proofs
BINDERY: stitch, trim and soft fold
MISCELLANEOUS: shrink wrap in 50's
HANDLING & SHIPPING: bulk in cartons
FOB Warren County Tourism
PRICES: \$4,113
TERMS: TBD

Quote is based on availability and market cost of paper price at time of delivery from mill. Delivery schedule to be mutually agreed upon. This quote will be valid for 30 days before becoming null and void. Terms- TBD with submitted credit application.

This quotation includes and is subject to Printing Trade customs and the Terms and Conditions contained on the reverse side hereof and shall not be binding until signed by the Purchaser and accepted by an authorized representative of Kenyon Press. If this quotation is accepted by Purchaser and Purchaser's order form is used for that purpose, or as a supplement thereto, it is expressly understood and agreed that the Terms and Conditions and the Printing Trade Customs set forth herein shall prevail in so far as the Purchaser's order form may in any way conflict with or be an addition to the Terms and Conditions and Printing Trade Customs set forth herein. The issuance of such order by the Purchaser shall be deemed to incorporate by reference therein the terms and Conditions and the Printing Trade Customs set forth herein and shall constitute Purchaser's agreement thereto.

ACCEPTED BY _____
AUTHORIZED REPRESENTATIVE

SALESMAN

Paul DeMarco
KENYON PRESS



Our Eco-friendly facility is 94% hydro-power supplied. To learn more visit: <http://nypa.gov/facilities/niagara.htm>

RESOLUTION REQUEST FORM NO. 10

Request for Transfer of Funds

TO: JOAN SADY, CLERK, WARREN COUNTY BOARD OF SUPERVISORS

FROM: TOURISM

Name of Department

SIGNED: **DATE:** 11/2/11

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A. 6417 220	Office Equipment	A. 6417 481	Promotion	\$165,000

Please state reason for transfers requested:

Transfer unused funds from Office Equipment to Promotion.

CONTINGENT FUND TRANSFER REQUESTS

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A.1990 469	Contingent Fund			

Please state reason for transfer request:

Please file original request with Clerk of the Board and retain copy for your records.

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: October 2011

Group Tour:

- **2012 Group Travel Planner:** 3,000 copies of the Group Travel Planner have been delivered and a press release was sent to local media and national group tour media regarding its content and availability. The release was picked up by GroupTourMagazine.com and Leisure GroupTravel.com, who created a flip page version of the Group Travel Planner as a value-add to our on-line listing.
- **August Group Loop Electronic Newsletter:** Currently working on content for the November edition of the Group Loop.

Promotional Efforts at SHOWS:

- **American Bus Association:** Largest and most recognized travel show in the industry, Preparations are underway for attendance at upcoming show in Grapevine, Texas on January 6-10, 2012. Electronic appointment selection is currently being conducted and when completed, 50+ appointments with Tour Operators will be scheduled. As co-sponsors of the ABA Tour Operator Binder since 2003, I will be not only promoting the area and what's new to tour operators on the Marketplace floor during the 8 minute, appointments but will also be exhibiting as part of the Adirondack Regional Booth on the Marketplace floor when not engaged in appointments. In order to initiate additional tour operator traffic to the booth, we will be inserting a newly designed postcard into all delegate registration bags. This postcard must be presented at the booth in order to be entered to win an authentic, cedar, Adirondack Chair, embossed with the Regional Logo and website. It is this time that additional networking and product distribution occurs. All leads/contact information obtained at the booth are then shared amongst Regional delegates. Warren County delegates attending ABA this year are Lake George Steamboat Company, Surfside on the Lake, The Georgian Resort, Hampton Inn & Suites, Clarion Inn Lake George and the Tiki Resort.

Bienvenue Quebec: Quebec Bus Owners Association: Attended show in Gatineau, Quebec last week and conducted 25 appointments with Canadian Tour Operators considering group tours to the U.S. If an Operator was currently doing business in our area, primary discussion focused on What's New in the way of attractions, lodging and dining. Major interest was in the Saratoga & North Creek Railway, Hyde Collection's 2013 Georgia O'Keeffe Exhibit, Railroads on Parade, Last of the Mohicans Outdoor Drama, Six Flags Waterpark expansion and lodging upgrades. A particularly good appointment was with Voyages Gendron, who specifically was looking to add new train excursions to their catalog. As per our discussion, they foresee the possibility of bringing at least 5 buses to our area in 2012. Follow up will occur to discuss itineraries further.

- **Lakes to Locks:** Continuing support provided to Lakes to Locks and its National Geographic geotourism website. 7 seasonal images were provided for usage on the landing page and an email was distributed to all Warren County Chambers of Commerce requesting they add their community events to the website. Adirondack Regional Chamber of Commerce did distribute this request on their informational blog encouraging its businesses to participate. The November quarterly newsletter and Group loop will include a feature on the Lakes to Locks website opportunities and an update on our continued partnership.
- **VisitNYS.org Update:** Israel based website portal partnering with I Love New York, The Adirondack Region section of the website has been updated to include a full page of Warren County information with features on history and attractions as well as a live link to VisitLakeGeorge.com
- **Warren County Safe & Quality Bicycle Committee:** Continue to partner and attend monthly meetings for this group to assist with promoting bicycle tourism to the area. Most recent activities include the addition of a logo and link to VisitLakeGeorge.com on the organization's web page and a reciprocal link to the organization's website on VisitLakeGeorge.com on the outdoor recreation page. An occupancy tax application form was provided to the organization for upcoming funding consideration for production of a Warren County on and off-road bicycling map.

Media Coverage:

- See attached copies of Group Tour Magazine NYS Co-op and Group Travel Directory Full Page advertorial.

Upcoming Shows:

- NJ Motorcoach Assoc.: Atlantic City, NJ Nov. 22, 2011
- National Tour Association: Las Vegas, NV, December 5-8, 2011

Meetings & Special Events:

- Distributed RFP to Warren County Meeting Facilities for the 2012 NYS Probation Officers Association Annual Meeting. Responses from area properties included Surfside on the Lake, The Georgian Resort, Fort William Henry, Roaring Brook Ranch and Holiday Inn Resort. This meeting will draw approximately 75-100 people to the area next June. A site decision, based on the RFP's received will be made by the Probation committee next month.
- Participated in a meeting with Ragnar Relay representative, Courtney Mitchell, Gary West of Dept. of Environmental Conservation and Michael Consuelo to discuss the upcoming September 28-29, 2012 event. This event is a 200 mile relay-style running race, beginning in Saratoga and ending in Lake Placid. Lake George, specifically Million Dollar Beach Parking area will be a major exchange point during the race. Ragnar Relay is currently listed on Calendar of Events, VisitLakeGeorge.com Facebook Page and a list of Warren County Chambers of Commerce contacts was provided to Courtney for additional community outreach.



MONTHLY ACTIVITY REPORT
SALES/SPECIAL EVENTS
CONVENTION AGENCY/ASSOCIATION

OCTOBER 2011

Respectively submitted by:

Michael Consuelo, CHME
Special Events & Convention Director

P.O. Box 272
2176 State Rt. 9
Lake George, NY 12845

www.LakeGeorgeChamber.com
Serving Visitors and our Communities since 1952

PH: 518-668-5755
FX: 518-668-4286
Toll Free: 1-800-705-0059
info@lakegeorgechamber.com

DEFINITE LGRCVB Leads Booked in Warren County**June 3, 2009 to October 31, 2011**

GROUP NAME	DATES Confirmed	DATES	LOCATION	# ATTENDEES	# ROOM NIGHTS	ECONOMIC IMPACT
IRS	7/23/09	September 14 -18, 2009	Wingate	68	272	\$28,764.00
JCI NYS Jaycees	7/26/09	October 23 - 25, 2009	Ft. Wm. Henry	120	85	\$33,840.00
Caldwell Retreat	10/10/09	February 5 - 6, 2010	Holiday Inn	100	50	\$14,100.00
US Cheerleading	2/19/10	July 11 - 15, 2010	Great Escape Lodge	150	150	\$21,150.00
Sweet 16 Seniors	2/23/10	September 21 -25, 2010	Georgian & Steamboat Company	40	80	\$22,560.00
Main Travel Service	3/11/10	June 19- 21, 2010	Comfort Suites, Steamboat Co. & Hudson River Train	55	56	\$15,510.00
NYSACVB	4/24/10	September 23 & 24, 2010	Sagamore Hotel	18	18	\$3,800.00
NYS County Finance Assn	05/07/10	August 1- 4, 2010	Wingate Hotel	60	90	\$25,380.00
US Marine Tankers Assn.	05/13/10	July 23, 2010	Lac du St.	200		\$15,000.00
USS Gherardi	04/07/11	September 7, 2011	LG Steamboat	70		\$1,750.00
Cadillac LaSalle Grand National	01/13/11	July 10 - 14, 2014	Ft. Wm Henry	550	400	\$232,650.00
Centurion Cycling LG Preview Ride	03/24/11	June 24 - 26, 2011	Ft. Wm. Henry	100	90	\$28,200.00

Adirondack Aerial Assault on the Beach	05/23/11	July 23, 2011	Shepard Park	50 participants 500 spectators		\$7,500.00
Centurion Cycling Lake George Ride	03/24/11	June 22- 24, 2012	Area Hotels	2000	1200	\$664,000.00
Morrisette & DeBonis Family Reunion	04/18/11	July 15 – 20, 2012	Holiday Inn Resort	125	100	\$68,000.00
Foskey Family Reunion	09/08/11	August 10- 12, 2012	Wingate Hotel	95	46	\$9,600.00
US Naval Reunion Group	09/15/11	September 12-15, 2012	Ft. Wm. Henry Resort	80	120	\$19,500.00
Jr. Olympics Cross Country	10/7/11	November 19 & 20, 2011	Multiple Hotels	800	200	\$52,000
TOTAL				5131	2957	\$1,263,304.00

TENTATIVE LGRCVB Leads generated for Warren County: June 3, 2009 – October 21, 2011

GROUP NAME	DATE LEAD Generated	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT	STATUS
National Rifle Association	08/10/09	June 2011	75	135	\$24,300.00	Broadmoor, Colorado Springs
NYSAE	03/10/11	July 2011	30	100	\$16,000.00	Turning Stone
Union Settlement Association	02/17/11	June or July 2011 or 2012	100	100	\$12,000.00	Has chosen the mid-Atlantic Region
Anderson Group Tours	12/15/10	September 22, 2011	280		\$10,000.00	Booked via WCTD
The Northeast Dairy Food Association	08/12/09	September 2011	100 – 125	300	\$90,000.00	Group had decided to postpone event.
American Academy of Dental Practice	09/12/09	Sept/Oct. 2011	100	195	\$15,580.00	Chicago Hilton Hotel
United Methodist Association	10/07/10	June 2012	275 – 300	700	\$64,800.00	Group chose Philadelphia
Motorcycle Sports Touring Assn.	09/21/11	June 11-14, 2012	300	300	\$53,000.00	Contract from FWH
United Church of God	06/20/09	September 2013	300 - 400	1100	\$512,000.00	Site visit in Sept. Note: size of group has decreased.
TOTAL			400	1400	\$575,000.00	

Leads Generated & Status Report for October 2011

Group Name	Date Lead Generated	Dates of Event	# Attendees	# Room Nights	Estimated Economic Impact	Status
2013 Lions Club	04/06/11	April or May 2013	1000	600	\$141,000.00	Proposal from Sagamore being reviewed
NYS Telecom Assoc.	4/13/11	June 4-6, 2012	225	475	\$31,725.00	Proposals sent for review
AMVETS 2012	5/9/11	June 14 – 17, 2012	230	480	\$97,290.00	Proposals sent for review
NY Assoc. of Conservation Districts	6/24/11	September 9 -11, 2012	175	160	\$79,025.00	Lead sent, awaiting proposals
Int'l Transplant Skin Cancer Collaborative	8/26/11	September 2012	40	120	\$16,920.00	Lead Sent to area hotels
Shaw Family Reunion	09/12/11	July 2012	60	40	\$9,200.00	Lead sent to hotels
NY & PA Environmental Lab Conv.	09/01/11	July 22-24, 2012	80	90	\$26,000	Proposals from Georgian & Roaring Brook
American Cryptogram Association	10/25/11	May 2-4, 2012	60	40	\$10,100	Request for RFP sent
Totals			2995	2570	\$650,160.00	

ADDITIONAL HIGHLIGHTS FOR THE MONTH

- The month started off very nicely with a call from the NYS High School Junior Olympic Program Cross County Championships that will be held Sunday, November 20th at Queensbury High School. The call was brought to the CVB as a result of the CVB playing an active part in the NYS High School Basketball Tournament which is held here in Glens Falls every March. The need for

the Jr. Olympic program was the coordination of housing as the championships are expected to bring in nearly 800 runners from states such as NY-CT-MA-NH-ME. This number does not reflect the number of families and friends that may be coming to the area the weekend before Thanksgiving. The CVB was able to arrange hotel rooms and special rates from numerous hotels from Queensbury-Lake George –Glens Falls. The hotels are listed on the NYS High School Cross Country website and schools are encouraged to call the hotels directly. A post event report as to the number of rooms realized will be generated. The economic impact for this particular weekend will be significant as both schools and families will most likely be arriving the Friday and Saturday before the runs and spending money in the hotels, restaurants and shops. The event was being organized last minute as the previous site for this particular event was not able to accommodate the championship and Queensbury was asked to become a substitute. Per the event organizers, this is a plus and Queensbury will be favorably looked upon to host future championships. The event does rotate throughout the northeast.

- The CVB was called upon to send out an RFP for a possible May 4-6, 2012 conference of the American Cryptogram Association. The CVB met a young lady while exhibiting at the Centurion Toronto Event who was interested in riding in the 2012 event here in Warren County. A couple of weeks later she called to inquire about space for her association who is looking for a northeast site for a regional conference. The regional represent 40 – 50 room nights and will bring about 60-65 persons. If the region is chosen and the meeting deemed a success the Association would look to the area to host its Annual which is much larger in scope. RFP's have been sent to hotels and will be subsequently sent to meeting planner in Toronto.
- CVB met with Ragnar Relay representatives to hear how best the Lake George Region can participate in this Relay Race that will take place starting in Saratoga, coming through Lake George & Warren County and subsequently to Lake Placid. Also attending the meeting were Warren County Tourism (Tanya Brand) and Gary West (WCDEC). More to follow.
- CVB and Centurion Cycling promoters and planners were together to re-start plans for its 2012 Centurion New York. A local race director has been appointed (Dave Bulmer/North Creek Chamber) as well as a local volunteer director (Sue Scott Parker/West Mtn). Continued meetings with local cycle clubs, shop owners, charitable organizations, DEC and public officials were conducted. A survey from the Toronto ride was completed and some 42% of riders at the Toronto ride indicated that they plan to ride in the Centurion New York event. There were 3,450 riders at Toronto this year.
- CVB attended Gaslight Ad-hoc meeting, Quality of Life Luncheon meeting, the northeast chapter of MPI, the Adirondack North Country Association Annual meeting and the quarterly meeting of the NYS Association of CVB's now known as the NYS Destination Marketing Organization.
- CVB also attended the Lake George Regional Chamber of Commerce whereby the CVB was awarded the Chamber's STAR Award for its contribution to increased convention bookings and special events.
- CVB met with WCTD and Tourism Committee members relative to the continuation of its contract with LGRCC.