

Minutes

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

December 5, 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 November 2, 2011 MEETING MINUTES**
3. **ACTION ITEMS**
 - A. **2011 Resolution Requests:**
 1. Amend Resolution No. 791 of 2010 – Travel/Consumer Shows
 - B. **2012 Resolution Requests:**
 1. Travel - Consumer Shows
 2. Travel – Group Tour Shows & Marketplaces
 3. Stipend for Model Usage
 4. Smith Travel Research
 5. Adirondack Regional Tourism Council Marketing
 - C. **PENDING ITEM**
 1. Sales/Special Event/Convention Contract with Lake George CVB
4. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - C. Creative – Peter Girard
 1. Tom Connors – Ad Workshop: Fall TV Wrap/Winter campaign in progress
5. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Michael Consuelo, Lake George CVB
6. **COUNCIL OF CHAMBERS REPORT**
7. **OLD BUSINESS**
8. **NEW BUSINESS**
 - A. Feedback/comments/insight/observations on your local tourism
 1. Supervisor Conover, Bolton
9. **ADJOURN**

Sept 2009 - Nov 2011

\$269,554

4% = \$10,782.00

7% = 18,862.00

\$29,644.00

Plus 7% all other?

Expense

Jan 2012 - Nov 2012

\$993,750

4% = \$39,750

7% = 69,562

\$109,312.00

Plus 7% all other?

Expense

*Note more booked

Total - \$138,956.00

Leads can be added

In 2012

2009 29,839.00

2010 50,000.00

2011 55,000.00

\$134,839.00

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: December 5, 2011

(a) Purpose of Request: Amend 2011 travel resolution for Consumer Shows to add New Jersey Ski Show to be held 12/6 - 12/10/11

(b) Details: see attached for details

(c) Previous Resolution Number: 791 of 2010

Warren County Board of Supervisors

RESOLUTION NO. 791 OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING ATTENDANCE AT 2011 IN-STATE AND OUT-OF-STATE CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS - TOURISM DEPARTMENT

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the 2011 Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the in-state and out-of-state 2011 Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

SCHEDULE "A"

TOURISM DEPARTMENT

2011 CONSUMER SHOW/CONFERENCE SCHEDULE

| <u>PLACE</u> | <u>TYPE</u> | <u>DATE</u> |
|-----------------|--------------------|-------------------------|
| Edison, NJ | Sport/Outdoor | January 13 - 16, 2011 |
| Edison, NJ | Camp | January 21 - 23, 2011 |
| Suffern, NY | RV/Camp | February 18 - 21, 2011 |
| Springfield, MA | Boat/Sport | February 24 - 27, 2011 |
| New York, NY | NY Times Travel | February 25 - 27, 2011 |
| Albany, NY | NYSTVA Conference | March 1 - 3, 2011 |
| Suffern, NY | Sport/Outdoor | March 3 - 6, 2011 |
| Albany, NY | Spring Travel Fair | April 13, 2011 |
| Hartford, CT | Women's Expo | September 10 - 11, 2011 |
| Albany, NY | Winter Travel Fair | October 12, 2011 |
| Albany, NY | Snow Expo | November 4 - 6, 2011 |
| Meadowlands, NJ | Ski Show | December 6-10, 2011 |

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

Tourism Director
Assistant Tourism Coordinator
Senior Tourism Specialist
Group Tour/Convention Promoter
Creative Director
County Supervisors

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: December 5, 2011

(a) Purpose of Request: continue to authorize attendance
at 2012 in-state and out-of-state consumer shows and
conferences by Tourism Department personnel and
County Supervisors

(b) Details: see attached for details

(c) Previous Resolution Number: 791 of 2010

Warren County Board of Supervisors

RESOLUTION NO. ~~791 OF 2010~~

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

²⁰¹²
AUTHORIZING ATTENDANCE AT ~~2011~~ IN-STATE AND OUT-OF-STATE CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS -
TOURISM DEPARTMENT

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹² ~~2011~~ Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the in-state and out-of-state ²⁰¹² ~~2011~~ Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

SCHEDULE "A"

TOURISM DEPARTMENT

2011 CONSUMER SHOW/CONFERENCE SCHEDULE

| <u>PLACE</u> | <u>TYPE</u> | <u>DATE</u> |
|---------------------------|---|---------------------------------|
| Edison, NJ | Sport/Outdoor | 12-15 12 January 13-16, 2011 |
| Edison, NJ | Camp | January 20-22, 2012 |
| Suffern, NY | RV/Camp | February 18-20, 2012 |
| Springfield, MA | Boat/Sport | February 23-26, 2012 |
| New York, NY | NY Times Travel | February 25-27, 2011 |
| Albany, NY | NYSTVA Conference | March 1-3, 2011 - 3/6-3/7/12 |
| Suffern, NY | Sport/Outdoor | March 3-6, 2012 3/1-3/4/12 |
| Albany, NY OTTAWA, CANADA | Spring Travel Fair OTTAWA TRAVEL VACATION | April 13, 2011 3/10-3/11/12 |
| Hartford, CT | Women's Expo | September 10-13, 2012 |
| Albany, NY | Winter Travel Fair | October 12, 2011 |
| Albany, NY | Snow Expo | November 1-6, 2011 2-4 |

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Senior Tourism Specialist
- Group Tour/Convention Promoter
- Creative Director
- County Supervisors

Attached

Consumer Show Information 2012

January 12-15, 2012

Garden State Outdoor Sportsmen's Show, New Jersey Convention & Expo Center, Edison, NJ
Met Event Group
115 Moonachie Avenue, Moonachie, NJ 07074
Phone: (201) 964-1800 FAX: 866-728-3775
Met Events www.metevent.com; Garden State www.gsoos.com
Contact: Jimmy Spinello, (310) 650-2798, jimmy@meteevent.com

January 20-22, 2012

New Jersey RV & Camping Show, New Jersey Convention & Expo Center, Edison, NJ
New Jersey RV & Camping Show (Affinity-Events) *GOODSAM EVENTS*
POB 4197, Chester VA 23831
Phone: 804-425-6556 FAX: 804-425-6563
Contact: Marybeth Strickland Email: mstrickland@goodsamfamily.com

February 17-20, 2012

Northeast Recreational Vehicle & Camping Show,
Field House, Rockland Community College, Suffern, NY
Northeast Recreational Vehicle Camping & Equipment Show, Inc.
388 East Main Street, Middletown NY 10940
Phone: 800-223-4648 Fax: 845-344-1203 Email: info@rocklandexpo.com
Contact: David McCarey III, Show Coordinator

February 23-26, 2012

Springfield Sportsmen's & Boat Show, Eastern States Exposition, W. Springfield, MA
Outdoors Sports Expo Group Inc.
PO Box 207, Granby MA 01033
Phone: 413-467-2171 Fax: 413-467-2174 Email: dougsousa@gogtt.net
Contact: Doug or Frank Sousa

March 1-4, 2012

World Fishing & Outdoor Exposition, Field House, Rockland Community College, Suffern, NY
ASA/Eastern Fishing & Outdoor Exposition, LLC
750 Central Ave, Suite R, Dover NH 03820
Contract & check: 225 Reinekers Lane, Suite 420, Alexandria, VA 22314 (Remains the same)
Phone: 603-431-4315 Fax: 603-431-1917 Email: info@sportshows.com
Contact: Jonathan Sauers, Show Director
Amanda Cosgrove, Operations Director Amanda@sportsshows.com

March 10-11, 2012

The Travel and Vacation Show, Ottawa Convention Centre, Ottawa, Ontario, Canada
Player Expositions Inc., 255 Clemow, Ottawa, Ontario, Canada K1S 2B5
Telephone: 613-567-6408 FAX: 613-567-2718 Email: rplayer@sympatico.ca

Sept 22-23, 2011

Connecticut Women's Expo, Connecticut Convention Center, Hartford, CT (new location 2012)
Connecticut Expos, LLC
180 Post Road East, Suite 215, Westport, CT 06880
Phone: 203-222-97573 Fax: 203-222-9717 Email: gagneap@aol.com
Contact: Annemarie Gagne, Sales Manager

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: December 5, 2011

(a) Purpose of Request: continue to authorize attendance
at 2012 in-state, out-of-state, and Canadian Motorcoach
trade shows/sales blitzes/marketplaces/conferences
by Tourism Department personnel and County
Supervisors

(b) Details: see attached for details

(c) Previous Resolution Number: 793 of 2010; 271 of 2011

Warren County Board of Supervisors

RESOLUTION NO. 271 OF 2011

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AMENDING RESOLUTION NO. 793 OF 2010; AUTHORIZING ATTENDANCE AT ²⁰¹² ~~2011~~ IN-STATE AND OUT-OF-STATE AND CANADA MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS TO CORRECT DATES AND TO ADD/DELETE SHOWS

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval and amendment, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹² ~~2011~~ Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism Director and those Warren County Supervisors having an interest in attending the In-State and Out-of-State and Canada ²⁰¹² ~~2011~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the amended In-state and Out-of-State and Canada ²⁰¹² ~~2011~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and Warren County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

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2012 Group Tour Trade Show Schedule

LOCATION

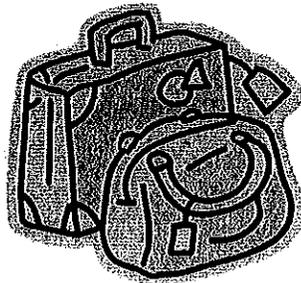
Grapevine, TX
 Latham, NY
 Ottawa, CANADA
 Latham, NY
 Harrisburg, PA
 Ellicot City, MD
 Poughkeepsie, NY
 New York, NY
 Western NY/Ontario
 Chicopee, MA
 Rocky Hill, CT
 Nashville, TN
 Hartford, CT
 Buffalo, NY
 Laval, Quebec
 Atlantic City, NJ
 Orlando, FL

ASSOCIATION

American Bus Association
 Brown Coach/Upstate Tours
 Ottawa Travel & Vacation
 Yankee Trails World Travel
 Pennsylvania Bus Association
 Maryland Motorcoach Marketplace
 DONYS Destinations Travel Show
 Amtrak's NY By Rail Day
 DONYS Sales Blitz
 Royal Tours & Cruises
 Friendship Tours TravelFest
 SYTA
 Hartford Women's Expo
 OMCA
 QBOA
 NJMCA
 National Tour Association

DATES

Jan 6-10
 Feb - TBD ** march 6-7*
 March 10-11
 March 13
 March 20
 March 21
 April 11-12
 May - TBD
 June 12-14
 August - TBD
 August 20
 Aug 24-27
 Sept 22-23
 Oct 20-24
 Oct 29-31
 Nov - TBD
 Jan 19-23, 2013



**
 NYSTVA Conference
 Albany, NY*

RESOLUTION NO. 271 OF 2011

Page 2 of 2

SCHEDULE "A"

*See attached
Schedule*

TOURISM DEPARTMENT

2011 MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE SCHEDULE

| <u>PLACE</u> | <u>ASSOCIATION</u> | <u>DATES</u> |
|-------------------|--|------------------|
| Philadelphia, PA | American Bus Association | 1/8 - 1/12/11 |
| Detroit, MI | Heartland Travel Showcase | 2/18 - 2/20/11 |
| Latham, NY | Brown Coach/Upstate Tours | 2/22/11 |
| Loudonville, NY | Yankee Trails World Travel | 2/25/11 |
| Albany, NY | The NYS Travel & Vacation Association | 3/1 - 3/3/11 |
| Harrisburg, PA | Pennsylvania Bus Association | 3/22/11 |
| Poughkeepsie, NY | DONYS Destinations Travel Show | 4/5 - 4/6/11 |
| New York, NY | Amtrak's NY by Rail Day | 5/19/11 |
| New York, NY | DONYS Annual Summer Sales Exchange | 7/12/11 |
| Connecticut | DONYS Sales Blitz | 7/13 - 7/14/11 |
| Holyoke, MA | Royal Tours & Cruises, Inc. | 8/11/11 |
| New York, NY | SYTA (Student & Youth Travel Assoc.) | 8/19 - 8/22/11 |
| Hartford, CT | Hartford Women's Expo | 9/10 - 9/11/11 |
| Quebec | Quebec Bus Owners Association | 10/25 - 10/27/11 |
| Charlotte, NC | Teams Conference | 10/19 - 10/23/11 |
| Rhode Island | Conway Tours | 10/25/11 |
| Windsor, ON | Ontario Motorcoach Association | 11/6 - 11/9/11 |
| Atlantic City, NJ | Gtr. New Jersey Motorcoach Association | Nov. '11 (TBA) |
| Las Vegas, NV | National Tour Association | 12/5 - 12/9/11 |

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Group Tour/Convention Promoter
- Senior Tourism Specialist
- Creative Director
- County Supervisors

Warren County Board of Supervisors

RESOLUTION NO. 793 OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING ATTENDANCE AT 2011 IN-STATE AND OUT-OF-STATE AND CANADA MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS - TOURISM DEPARTMENT

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the 2011 Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism Director and those Warren County Supervisors having an interest in attending the In-State and Out-of-State and Canada 2011 Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the in-state and out-of-state and Canada 2011 Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and Warren County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

SCHEDULE "A"

TOURISM DEPARTMENT

2011 MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE SCHEDULE

| <u>PLACE</u> | <u>ASSOCIATION</u> | <u>DATES</u> |
|----------------------|---|---------------------------|
| Philadelphia, PA | American Bus Association | 1/8 - 1/12/11 |
| Detroit, MI | Heartland Travel Showcase | 2/18 - 2/20/11 |
| Latham, NY | Brown Coach/Upstate Tours | Feb. '11 (exact date TBA) |
| Loudonville, NY | Yankee Trails World Travel | 2/25/11 |
| Albany, NY | The NYS Travel & Vacation Association | 3/1 - 3/3/11 |
| Harrisburg, PA | Pennsylvania Bus Association | 3/22/11 |
| Poughkeepsie, NY | DONYS Destinations Travel Show | 4/5 - 4/6/11 |
| New York, NY | Amtrak's NY by Rail Day | May '11 (exact date TBA) |
| Saratoga Springs, NY | ESSAE (Empire State Society of Assoc. Executives) | June '11 (exact date TBA) |
| Connecticut | DONYS Sales Blitz | 7/13 - 7/14/11 |
| Holyoke, MA | Wade Tours | Aug. '11 (exact date TBA) |
| Milwaukee, WI | Connect | 8/11 - 8/15/11 |
| New York, NY | SYTA (Student & Youth Travel Assoc.) | 8/25 - 8/29/11 |
| Hartford, CT | Hartford Women's Expo | 9/10 - 9/11/11 |
| Quebec | Quebec Bus Owners Association | Oct. '11 (exact date TBA) |
| Charlotte, NC | Teams Conference | 10/19 - 10/23/11 |
| Rhode Island | Conway Tours | 10/25/11 |
| Windsor, ON | Ontario Motorcoach Association | 11/6 - 11/9/11 |
| Atlantic City, NJ | Gtr. New Jersey Motorcoach Association | Nov. '11 (TBA) |
| Las Vegas, NV | National Tour Association | 12/5 - 12/9/11 |

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

Tourism Director
Assistant Tourism Coordinator
Group Tour/Convention Promoter
Senior Tourism Specialist
Creative Director
County Supervisors

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: December 5, 2011

(a) Purpose of Request: To authorize the Director of
Tourism to utilize models for WarrenCounty/Adirondack
Photography and video in 2012.

(b) Details: not to exceed four (4) models; \$50.00 stipend
per model

Money to be taken from A.6417 481 Tourism - Promotion
\$200.00

(c) Previous Resolution Number: 785 of 2010

Warren County Board of Supervisors

RESOLUTION NO. ~~785~~ OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING THE DIRECTOR OF TOURISM TO UTILIZE MODELS FOR PHOTOGRAPHY AND VIDEO WITH A FIFTY DOLLAR (\$50) STIPEND TO EACH MODEL FOR SERVICES - TOURISM DEPARTMENT

RESOLVED, that the Warren County Tourism Director, Kate Johnson, be authorized to recruit a number of models (not to exceed ^{four (4)} ~~six (6)~~ models) for the purpose of tourism advertising and promotion in all forms of media, and pay each model a stipend of Fifty Dollars (\$50) for a term commencing January 1, 20~~11~~¹² and terminating December 31, 20~~11~~¹², for a total not to exceed ~~Three~~^{Two} Hundred Dollars (~~\$300~~^{\$200}), with funding to be paid out of Tourism Promotion monies.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: TOURISM

DATE: 12/5/11

- (a) Purpose of Contract Change: to extend existing contract for 2012 to provide hotel occupancy and rate data to Warren County
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: Res # 796 of 2007, #910 of 2008, #811 of 2009, #786 of 2010
- (c) Name of Contractor: Smith Travel Research Inc.
- (d) Address of Contractor: 735 East Main Street Hendersonville, TN 37075
- (e) Contractor's Contact Person and Telephone Number:
Duane Vinson (615)824-8664 ext. 310
- (f) Commencement Date of Extension: January 1, 2012
- (g) ~~Termination~~ Termination Date of Extension: December 31, 2012
- (h) Payment Provisions:
 - i) lump sum amount \$1,925
 - ii) hourly rate amount N/A
 - iii) total amount not to exceed \$1,925
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. as invoiced)
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417 470 (Contract); not to exceed \$1,925

Sample: A.1010 470 Legislative Board – Contract \$xx.xx

Warren County Board of Supervisors

RESOLUTION NO. 786 OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING AGREEMENT WITH SMITH TRAVEL RESEARCH, INC. TO PROVIDE HOTEL OCCUPANCY AND RATE DATA TO WARREN COUNTY - TOURISM DEPARTMENT

RESOLVED, that the Warren County Board of Supervisors hereby authorizes an agreement with Smith Travel Research, Inc., 735 East Main Street, Hendersonville, Tennessee 37075, to provide hotel occupancy and rate data to Warren County from the period of January 1, 20¹²1 to December 31, 20¹²11, at a cost of One Thousand ^{Nine} ~~Seven~~ ^{Twenty Five} ~~Fifty~~ Dollars (\$¹⁹²⁵~~1,750~~), and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement in the form approved by the County Attorney, and be it further

RESOLVED, that the funds for said agreement shall be paid out of A.6417 470, Tourism Occupancy - Contract monies.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: TOURISM

DATE: 12/5/11

- (a) Purpose of Contract Change: to extend existing contract for 2012 to continue our contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services.
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: Res # 359 of 2010, # 787 of 2010
- (c) Name of Contractor: Adirondack Regional Tourism Council, Inc.
- (d) Address of Contractor: Crestview Plaza, 1992 Saranac Ave. Suite 3, Lake Placid, New York 12946
- (e) Contractor's Contact Person and Telephone Number:
Ronald Ofner 518-597-3588 (home)
518-846-8016 (office)
- (f) Commencement Date of Extension: January 1, 2012
- (g) Termination Date of Extension: December 31, 2012
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$128,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. as invoiced)
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR** Capital Project **OR** Capital Reserve Project Number, and Title, and Amount: A.6417 470 (Contract); not to exceed \$128,000

Warren County Board of Supervisors

RESOLUTION NO. ~~787~~ OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING AGREEMENT WITH ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES - TOURISM DEPARTMENT

RESOLVED, that Warren County continue the contractual relationship, (the previous contract being authorized by Resolution No. 359 of 2010), with Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave. Suite 3, Lake Placid, New York 12946, for regional marketing services, for an amount up to One Hundred Twenty-Eight Thousand Dollars (\$128,000), for a term commencing January 1, 20~~11~~¹², and terminating December 31, 20~~11~~¹², and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement in the form approved by the County Attorney.



MONTHLY ACTIVITY REPORT
SALES/SPECIAL EVENTS
CONVENTION AGENCY/ASSOCIATION

NOVEMBER 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 November 30, 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 |
| American Cryptogram Association | 11/17/11 | May 4-6, 2012 | Wingate Hotel | 25-30 | 40 | \$8,460.00 |
| TOTAL | | | | 5161 | 2997 | \$1,271,764.00 |

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 November

| 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 | Did not accept proposals sent from hotels |
| American Cryptogram Association | 10/25/11 | May 2-4, 2012 | 60 | 40 | \$10,100 | Booked with Wingate Hotel as definite |
| NYS Veterinary Medical Society | 11/8/11 | June 3-4, 2012 | 40 | 30 | \$11,280 | Proposals sent for review |
| Boy Scouts of America | 11/17/11 | 2014 or 2015 | 100 | 90 | \$31,000 | Awaiting RFP for review |
| Totals | | | 2995 | 2570 | \$650,160.00 | |

ADDITIONAL HIGHLIGHTS FOR THE MONTH

- Attended the ReJuvenate Marketplace 2011 whereby the CVB had the opportunity to meet with faith based meeting planners in a one-on-one setting to discuss the offering of its destination for consideration of future events. Of special note is the continuing discussion of the Lake George Region hosting a **Church of God Feast of Tabernacles**. While this has been in the works for a few years now – which is normal in the large event planning process – there has been a change in the dynamics of this convention. It appears there has been a split amongst the church and as a result the number of attendees has diminished and it now appears as though rooms and space to accommodate 400 -500 people is now the number. While the number has shrunk, there are now a handful of churches vying for space as the Feast needs to be held over the same dates as originally discussed. Thus for an 8 night stay of some 400/500 there are now 3 separate churches asking for proposals. Same dates, same requirements.
- Other notable leads that came from Rejuvenate were **Calvary C.M.E. Church** seeking new locations for a Ministry Retreat for 2013 (150-200 persons). **CFFC Church –Ladies & Youth Ministries**. **Fire & Ice** seeking a location in 2014 for a **Black Women’s Ministry**. **Church of Our Lord Jesus Christ** seeking a site for a Bishop’s Retreat for 2013.
- Helms Briscoe, while at Rejuvenate seeking sites for religious organizations met with the LGCVB to discuss the return of the **US Cheerleading Competition** that was at the Great Escape in 2011 and will be returning in 2012.
- CVB confirmed dates between the **American Cryptogram Association (Canada)** and the Wingate by Wyndham Hotel for May 2012.
- Sent out RFP request for the **NYS Veterinary Medical Society** for a June conference.
- Spoke with planners of **Boy Scouts of America – Retirees Conference** seeking a location for 2014 or 2015.
- Spoke to **Elite Tours** out of Florida who is interested in bringing senior travelers to the region in 2012. Sent all pertinent information of wants and need to Tanya Brand, Warren County Tourism Department who specializes in motor coach marketing and sales.
- Attended the **Jr. Olympic Cross Country Championships** the weekend of the 19th and 20th. Assisted in the coordination of housing. Post evaluation reports shows that some 419 room nights were realized by participants and families during this particular weekend. Twelve hotels were selected for housing purposes. Next year this event will be held in Queensbury would be 2016 although committee applied for de-fault status meaning should one of the four remaining regions decide not to host this event the event would automatically go to this region and Queensbury. This was an outstanding event to take place in the off-season in which some 700 runners from NY-CT-MA-NH-RI were here running, sleeping, eating and shopping throughout Queensbury-Glens Falls and Lake George.
- Met with Benjamin Jaehne of **Northeast Productions** to tour area in search of future sites for possible music festivals as well as other festival type events such as Food & Wine, Antique Shows and the like.
- Attended monthly meetings of ESSAE, MPINENY and ARCC monthly mixer.
- Attended ribbon cutting ceremony of Saratoga-North Creek Polar Express Train.
- Continued telemarketing calls to database of planners within organizations such as NYSAE, RCMA, PCMA, and MPI
- Enjoyed the Holiday period of Thanksgiving.