

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: MAY 30, 2007

COMMITTEE MEMBERS PRESENT:	OTHERS PRESENT:	
SUPERVISORS	TESSIER	REPRESENTING THE TOURISM DEPARTMENT:
	BELDEN	KATE JOHNSON, DIRECTOR
	GABRIELS	LINDA WOHLERS, CREATIVE DIRECTOR
	KENNY	WILLIAM THOMAS, CHAIRMAN
	SHEEHAN	HAL PAYNE, COMMISSIONER OF ADMINISTRATIVE &
	STEC	FISCAL SERVICES
	MERLINO	NICOLE LIVINGSTON, DEPUTY CLERK OF THE BOARD
		SUPERVISOR CAIMANO
		LUISA SHERMAN, WARREN COUNTY COUNCIL OF
		CHAMBER
		FRED AUSTIN, FORT WILLIAM HENRY
		ROB HOSFORD, INFORMATION TECHNOLOGY
		MAURY THOMPSON, <i>THE POST STAR</i>
		CHARLENE DiRESTA, LEGISLATIVE OFFICE SPECIALIST

Mr. Tessier called the meeting of the Tourism Committee to order at 11:10 a.m.

Motion was made by Mr. Belden, seconded by Mr. Merlino and carried unanimously to approve the minutes of the May 2, 2007 Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Kate Johnson, Tourism Director, who distributed copies of her agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Johnson apprised that Action Item No. 1 on the Agenda was a request for a new contract with Benchmark Printing, Inc. to print the 2007 Warren County Fall Brochure. She added that Benchmark Printing, Inc. had been the lowest bidder for this project and the cost was within the budget.

Motion was made by Mr. Kenny, seconded by Mr. Belden and carried unanimously to authorize a new contract with Benchmark Printing, Inc. to print 100,000 copies of the 2007 Warren County Fall Brochure, commencing July 16, 2007 and terminating August 31, 2007, for a lump sum amount not to exceed \$6,915, to be paid upon completion of the project. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the June 15, 2007*

Board meeting.

Ms. Johnson expounded that Action Item No. 2 on the Agenda was a request to authorize the Tourism Director to register, complete contracts and pay for recommended consumer and industry shows. She added that Julie Pacyna, Purchasing Agent, had put a halt on putting through a purchase order for her. She added that this was the time of year that the Tourism Department received contracts to participate in consumer and industry shows for the following year. Ms. Johnson apprised that Ms. Pacyna had requested that she prepare a blanket resolution request that would allow her to register, complete the contracts and pay for the shows.

Motion was made by Mr. Belden, seconded by Mr. Sheehan and carried unanimously to authorize the Tourism Director to register, complete contracts and pay for recommended consumer and industry shows, to include leisure, group tours, conventions, marketplaces, sales missions and blitzes for the subsequent year. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the June 15, 2007 Board meeting.*

Ms. Johnson apprised that Action Item No. 3 on the Agenda was to inform the Committee that Pam Morin, Group Tour/Convention Promoter, had put in for her retirement. Ms. Johnson stated that there were a couple of actions that could be done to fill this position. She added that Mrs. Morin would be leaving at the end of June and the options were to hire someone part-time, full-time, or to utilize Mrs. Morin on a contract basis. She further added that the majority of the travel for 2007 was completed. Mr. Tessier recommended that Ms. Johnson make a decision and the Committee could have a special meeting at the end of June. Ms. Johnson stated that she had filled out a Notice of Intent to Fill Vacant Position, if the Committee wanted to make a motion in case she decided to fill the position. It was the consensus of the Committee to wait until next month to move on filling this position. *(Note - Subsequent to the meeting, Ms. Johnson submitted a Notice of Intent to Fill Vacant Position for the Group Tour/Convention Promoter, which was referred to the Personnel Committee. A copy of the Notice of Intent to Fill Vacant Position is on file with the minutes.)*

Ms. Johnson passed around some print ads from various magazines for the Committee to view. She noted that the *Ladies Home Journal* print ad was received free of charge. She added that she also had the sign-up sheet for the New York State Fire Chiefs Association Convention and noted that Mr. Caimano, Mr. Tessier, Mr. W. Thomas and Mr. Payne had already signed up.

Ms. Johnson introduced Susan Stratton of Stratton Partners Advertising. She

added that Ms. Stratton was responsible for purchasing the broadcast media on behalf of the Tourism Department.

Ms. Stratton distributed a packet entitled "Warren County Tourism Television/Radio, May 7 - August 5, 2007", *a copy of which is on file with the minutes*. Ms. Stratton apprised that Warren County Tourism had a successful Winter campaign and that she would be presenting the Summer campaign today. She added that the television schedule would start May 6, 2007 and continue until August 5, 2007. She further added that the programming was chosen based upon effectiveness and cost efficiency, and specifically focused on reaching decision making women between the ages of 25-54.

Ms. Stratton reviewed the packet which contained a television programming schedule for the areas of Albany, Hartford/New Haven/Springfield, Scranton/Harrisburg, Burlington/Plattsburgh/Montreal and Metro New York. She stated that the television schedule consisted of the station, program, time, the percentage of the target viewers reached, and frequency that the commercials would run during each program's time slot from May 5, 2007 until August 5, 2007, as well as the cost to the County for each of the areas. She added that some stations had an added value, as they had included the County's website link to their websites. Ms. Stratton also reviewed the radio campaign scheduled to run June 25, 2007 to July 21, 2007 in the Hudson Valley region of New York, affecting primarily the markets of Kingston, Poughkeepsie and the outlining areas.

Ms. Stratton asked if there were any questions or comments and Mr. Caimano commented that the FOX Network seemed expensive. Ms. Stratton replied that FOX is usually expensive; however, this price represented a reduction of their usual cost. She added that the FOX ten o'clock news had a high amount of viewers, specifically our target audience, making it a very good value.

General discussion ensued.

Ms. Stratton complimented Linda Wohlers, Creative Director of Tourism, on her hard work and creativity. Ms. Wohlers read the 60 second radio spot, *a copy of which is on file with the minutes*. She stated that she was a firm believer in radio advertising. Ms. Wohlers presented the 15 second and 30 second television commercials, *both of which can be viewed at visitlakegeorge.com*.

Ms. Wohlers stated that Tourism had started the first step in revamping the website. She added that the home page was completed and that they would be adding more to the boating area of the website. She further added that they would

be adding a lot more landing pages. She noted that they planned on sending out a new email-blast next Tuesday. Ms. Wohlers apprised that they were trying to work the "Bet'cha we can make you smile!" tagline into all aspects of the website. She added that the icons on the website were made more user friendly.

General discussion ensued.

Ms. Johnson apprised that Old Business consisted of the Warren County Council of Chambers, of which Pam Morin had been the representative for Warren County Tourism. She added that the Warren County Council of Chambers took a hiatus in the summer. She suggested that as the Council meeting moved from community to community, that the Supervisor who represented the area where the current meeting was being held, should attend that meeting. She added the Messrs. Belden and Merlino were almost always in attendance.

Ms. Johnson apprised that New Business was a two-page advertisement in *Better Homes & Gardens*, which she passed around for the Committee to view. *A copy of the advertisement is on file with the minutes.*

Luisa Sherman, Warren County Council of Chambers, introduced herself and stated that there would not be a meeting in May. She added that the next meeting was scheduled for June 14, 2007 at 6:00 p.m. at the Northern Lake George Resort in Hague. She added that at the June meeting they would choose the dates for the meetings for the upcoming year.

Ms. Sherman apprised that at the last Committee meeting, the Committee had agreed to draft a letter to the NYS DEC (New York State Department of Environmental Conservation) requesting the reprinting of some publications, specifically the publication "Trails in the Lake George Region", published in 2005. She added that Ms. Johnson had the letter from the Committee which would be sent, along with a letter from the Warren County Council of Chambers, to the NYS DEC.

Ms. Sherman stated that the Council was also working on the expansion of cell phone coverage in the area. She added that they were waiting for feedback from each of the individual chambers. She further added that the matter would be discussed further at the Council's June meeting.

Ms. Sherman stated that the Council had formed a Nominating Committee and

would be electing Officers at the June meeting as well, who would assume their positions in September. She added that the Council was still trying to achieve 100% representation of all Chambers as members of the Council. She further added that there were presently four Chambers who were not represented on the Council, as of yet.

Mr. Tessier suggested that any Supervisors who wanted to attend the Warren County Council of Chambers meetings, in the future, should contact Ms. Johnson, so she could make the arrangements.

Fred Austin, Fort William Henry, stated that in the New York City metropolitan area there was a turnover of residents, about every ten years making the area more diverse. He added that this trend made the tourists who visited this area also very diverse. He apprised that due to some of the cultural habits of these groups of people, vegetarian meals were becoming more popular and restaurants that did not offer vegetarian selections were missing out on these clientele.

Mr. Tessier noted that this past week had been "Canadian Friendship Week" in Lake George and had been very successful. He added that the Six Flags Great Escape had a record amount of visitors for Memorial Day Weekend, adding that last year they had 4,500 customers and this year they had 9,000 customers.

Mr. Gabriels stated that the 250th Anniversary of the French and Indian War posters were well received in the Town of Bolton; however, the majority of the shop owners did not have space to display a poster of that size. He asked if it would be possible to obtain posters that were smaller, perhaps 11"x17", which would be a more acceptable size. Ms. Johnson stated that Tourism could send a PDF format to the businesses that wanted a smaller poster that they could print out.

General discussion ensued.

Ms. Wohlers suggested an email blast be sent out, specific to the Hudson River area, about the 250th Anniversary of the French and Indian War. Ms. Sherman apprised that she had also received complaints about the size of the poster. She added that although the poster was beautiful and eye catching, it did not contain much information. She further added that if a reproduction was to be done of the poster, she would suggest a white band at the bottom of the poster, with specific events and dates listed. Ms. Johnson expounded that the posters were provided through the "I Love NY" campaign. Mr. Tessier asked if they would consider

making a smaller poster and Ms. Johnson replied that they might consider it for future events. She added that Tourism had received comments about the size of the poster, as well.

Ms. Wohlers stated that she could create something that could sit on a counter top; however, it could not be done by Offset Printing, it would have to be done at a copy center. Mr. Payne noted that the bookmarks had the events and dates listed on the back of them and suggested that they be disbursed to the businesses to be handed out as well. Ms. Sherman stated that the Council of Chambers along with the Tourism Department, had another 20,000 bookmarks printed. She added that she kept the Council's 10,000 and would be handing them out to the Chambers, to be disbursed. Ms. Wohlers stated that she would explore other options and see what she could get accomplished.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Kenny and seconded by Mr. Belden, Mr. Tessier adjourned the meeting at 11:58 a.m.

Respectfully submitted,

Charlene DiResta, Legislative Office Specialist