

Minutes

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

January 30, 2014

Committee Members:

- E. Merlino, Chairman
 - W. Kenny
 - D. Dickinson
 - R. Conover
 - E. Wood
 - R. Vanselow
 - E. Frasier
-

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE November 22, 2013 MEETING MINUTES**
3. **WELCOME Supervisor Edna Frasier and returning Supervisors to the Tourism Committee**
4. **RESOLUTION REQUESTS/ACTION ITEMS**
 - A. Resolution Request – Printing 2014 Rates/Dates/Events Brochure
 - B. Resolution Request – Contract Travel Writer
 - C. Resolution Request – Contract Adirondack Regional Tourism Council Marketing
5. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand
 - C. Creative – Peter Girard
6. **WINTER BROADCAST RECAP & 2014 BROADCAST PREVIEW**
 - A. Tom Connors, Advertisers Workshop
7. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Christina Curley, Lake George Regional Chamber of Commerce & CVB
8. **COUNCIL OF CHAMBERS UPDATE**
 - A. December 2013 and January 2014 reports, Tanya & Supervisor Merlino
9. **OLD BUSINESS**
 - A. No Pending Items
10. **NEW BUSINESS**
 - A. Sue Wilder, SNCRR – Brief update regarding Snowtrain and specialty winter coach events
11. **ADJOURN**

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 1/30/14

- (a) Is this a Result of a Bid or Request for Proposal? Yes
- (b) Purpose of Contract: to print 110,000 copies of the 2014 Rates & Dates and Events Brochure
- (c) Name of Contractor: Kenyon Press, I n c .
- (d) Address of Contractor: PO Box 710 Sherburne, NY 13460
- (e) Contractor's Contact Person and Telephone Number:
Paul DeMarco 518-281-7305 (cell)
- (f) Has or will the Contract be provided, if so, please attach: No
- (g) Commencement Date of Contract: 2/28/14
- (h) Termination Date of Contract: 3/31/14
- (i) Payment Provisions:
 - i) lump sum amount \$11,639
 - ii) hourly rate amount
 - iii) total amount not to exceed \$11,639
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417 470 - \$11,639

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

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 23 2014 3:00 PM

Item: 2014 Rates & Dates and Events Brochure – Budget \$10,970

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?	
<p align="center">Vendor #1 Benchmark Printing, Inc. Carl Roser PO Box 1031 Schenectady, NY 12301 518-393-1361 Cell 522-1453</p>		<u>105,000</u>	<u>110,000</u>
<p align="center">Vendor #2 Digital Press Jack Casson 5 Sand Creek Road Albany, New York 12205 518-438-7817</p>		<u>105,000</u>	<u>110,000</u> No Bid
<p align="center">Vendor #3 Kenyon Press Paul DeMarco PO Box 710 Sherburne, NY 13460 518-281-7305 (cell)</p>		<u>105,000</u>	<u>110,000</u> 11,639
<p align="center">Vendor #4 Offset House Tim Bird PO Box 8329 Essex, VT 05451-8329 802-764-4013</p>		<u>105,000</u>	<u>110,000</u> 14,110 14,586
<p align="center">Vendor #5 Vanguard Printing Tom Birch 17 Hall Woods Road Ithaca, NY 14850 607-330-7148</p>		<u>105,000</u>	<u>110,000</u> No Bid

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

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

DATE: 1/3/14

REPLY DUE DATE: 1/23/14 3pm

DELIVERY: 3/21/14

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

Specifications for the following:

SUMMER 2014 RATES, DATES & EVENTS BROCHURE

Option 1: Qty: 105,000, 110,000
Stock: 60# coated stock. Must supply paper sample with price proposal.
Size: 12 page self-cover
3 - 11" X 17" panels, folded, saddle stitched. fold finished to 8.5" X 11"
Ink: 4-color, bleeds throughout

Project to successful printer from Warren County Tourism Dept. 2/28/14. Warren County will upload final design to ftp site. Indesign files. Color proofing system and one set of folded proofs 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 be advised to proceed with job. **Printer to shrink-wrap brochures in quantities of 100. Bulk in small cartons, weight not to exceed 20 lbs. max 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 9 drop ship locations (inside delivery). Balance (67,000 or 72,000) to Warren Cty.

All locations must receive 2 business day notice of March 2, 2014 delivery.

1. Binghamton Gateway Info. Ctr.: Rte 81 No., Kirkwood, NY 13795. 607-775-0156. Kathi Murphy. **2,900 COPIES**

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

Verna 518-371-3763 OR Pete 518-371-7748. **6,600 COPIES**

3. Travel Plaza Info. Ctr. New York State Thruway, Milepost 65N, Plattekill, NY 12568. Lenny, 845-313-7125. Mon or Fri delivery. **10,000 COPIES**

4. Travel Plaza Info. Ctr. NYS Thruway, Milepost 33N, Sloatsburg, NY 10974. Dave 845-246-8733. 2nd floor, Info Center. **3,000 COPIES**

5. Travel Plaza Info. Ctr. NYS Thruway, Milepost 127N&S, New Baltimore, NY 12124. Dave 845-246-8733.

2,000 COPIES

6. High Peaks Rest Area: I-87 North, mile marker 100, North Hudson, NY 12855. Colette 518-873-2170. **4,000 COPIES**

7. High Peaks Rest Area: I-87 North, mile marker 99, No Hudson, NY 12855. Colette 518-873-2170. **4,500 COPIES**

8. Whitney Point Rest Area: c/o NYS DOT: Rt 81S, mile marker 33, Lisle, NY 13797. Dennis 607-849-6839 **3,000 COPIES**

9. Gateway Info. Ctr.: I-87 South between exits 40 & 41, West Chazy, NY 12992. Helga 518-846-8016. **2,000 COPIES**

All deliveries to be complete by March 21, 2014.

Balance brochures delivered to Warren County Tourism by March 21, 2014, 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:

TERMS:

DATE OF QUOTATION:

SIGNATURE

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

TO: (VEN

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

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.

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4. Travel Plaza Info. Ctr. NYS Thruway, Milepost 33N, Sloatsburg, NY 10974. Dave 845-246-8733. 2nd floor, Info Center. **3,000 COPIES**
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INDICATE "BID ENCLOSED" - NO FAXES-PAPER SAMPLES MUST BE ENCLOSED

VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED: 3/21/14

TERMS: Net 30

F.O.B. POINT: All destinations in RFA

DATE OF QUOTATION: 1/21/14

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: 1/21/14

WE ARE PLEASED TO QUOTE ON THE FOLLOWING:

DESCRIPTION: Summer 2014 Rates, Dates & Events brochure

QUANTITY: 105,000/ 110,000

NO. OF PAGES: 12 page self cover

SIZE: 8.5 x 11

TEXT STOCK/INK: 60# 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: saddlestitchm, trim

MISCELLANEOUS: shrink wrap in 100's

HANDLING & SHIPPING bulk in cartons, 20# max
FOB (9) destinations

PRICES: 105,000- \$11,356
110,000- \$11,639

TERMS: Net 30

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. 3

Request for New Contract

DEPARTMENT NAME: TOURISM

DATE:

- (a) Is this a Result of a Bid or Request for Proposal? No

- (b) Purpose of Contract: Travel writer will visit Lake George Area from 8/2-8/7/14; will provide a Social Media Package on the Lake George Area. See attached details of Social Media Packaging. Tourism will reimburse his gas and tolls with receipts; lodging, meals and attractions will be provided on a complimentary basis by local businesses.

- (c) Name of Contractor: Stephen Jermanok

- (d) Address of Contractor: 89 Roundwood Road Newton, MA 02464

- (e) Contractor's Contact Person and Telephone Number: above - 617-527-9497

- (f) Has or will the Contract be provided, if so, please attach:

- (g) Commencement Date of Contract: 8/2/14

- (h) Termination Date of Contract: 8/8/14

- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$2,000
 - iv) how will payments be made (i.e. monthly, quarterly, **upon completion of the project, etc.**)

- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR** Capital Project **OR** Capital Reserve Project Number, Title, and Amount: A.6417 470 Contract



INVOICE

January 2, 2014

Joanne Conley, Assistant Tourism Coordinator
Warren County Tourism
1340 State Route 9
Lake George, NY

For: Social Media Packaging

5 Blogs at www.activetravels.com/blog
10 Tweets at @ActiveTravels
5 Facebook Fan Page Updates at www.facebook.com/steve.jermanok
1 YouTube Video www.youtube.com/user/activetravels
Submission of article(s) to the Boston Globe; pitch to other publications.

Dates: August 2-8, 2014

Social Media Packaging Fee \$2,000.00*

Amount Due upon completion \$2,000.00

Lodging, meals and attractions will be provided as complimentary by businesses in the Lake George Area.

Gas will be reimbursed based on Submission of receipts.

Thank you for your business!

Stephen Jermanok
89 Roundwood Road
Newton, MA 02464
(617) 527-9497
E-mail: steve@activetravels.com
EIN# 45-4034765

Active Travels LLC • 89 Roundwood Road, Newton, MA 02464 • (617) 614-9877
www.activetravels.com

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: 1/30/14

- (a) Purpose of Contract Change: to extend the existing contract for 2014 to continue contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services. Warren County supports the Region's marketing efforts through the use of NYS Matching Funds. This includes Regional Marketing for fishing, snowmobiling, group tours, camping etc.
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: Res# 359 of 2010, #787 of 2010, #690 of 2011, #699 of 2012
- (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, 2014
- (g) Termination Date of Extension: December 31, 2014
- (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.

- (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 \$128,000

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS