

Minutes

LAKE GEORGE AREA

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AGENDA

WARREN COUNTY TOURISM DEPARTMENT

April 2, 2014

Committee Members:

- E. Merlino, Chairman
 - W. Kenny
 - D. Dickinson
 - R. Conover
 - E. Wood
 - R. Vanselow
 - E. Frasier
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1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE JANUARY 30, 2014 MEETING MINUTES**
3. **RESOLUTION REQUESTS/ACTION ITEMS**
 - A. Amend Resolution No. 61 Of 2013
 - B. Action Item: Supervisor Dickinson request for electronic survey (blast & on website)
4. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand
 - C. Creative – Peter Girard
5. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Christina Curley, Lake George Regional Chamber of Commerce & CVB
6. **COUNCIL OF CHAMBERS UPDATE**
 - A. March 20, 2014, Supervisor Merlino
7. **OLD BUSINESS**
 - A. No Pending Items
8. **NEW BUSINESS**
9. **ADJOURN**

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: 4/2/14

- (a) Purpose of Request: To amend the Warren County Tourism Advertising Policy to include verbage relating to the use of images, advertisements, and or text produced by the Tourism Department

videos created and/or

- (b) Details:
- (c) Previous Resolution Number: 61 of 2013
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: N/A

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Here are my thoughts:

"Hook" Question -

Warren County is trying to attract a major "outdoor" store (Bass Pro, Cabela's, etc.) to the area. Are you interested? _____

If yes,

- What outdoor activities are you interested in?

Hiking

Cycling

Mountain Biking

Small Game Hunting

Large Game Hunting

Fishing (Ice, Pond/Lake, Stream)

Mountain Climbing

Swimming

Running

Camping

Boating (Motor, Small Craft, Sail)

Back Packing

Skiing (Downhill, Cross Country)

Snowshoeing

- How long do you go? (few days/weeks/months)

- How often do you go? (times per season/times per year)