

LAKE GEORGE AREA

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Tourism Committee
Warren County Tourism Department
AGENDA July 30, 2015

Committee Members:

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

-
- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of prior Committee meeting, May 29, 2015
 - III. Action Agenda/New Business
Resolution Request
 1. Request for printing Warren County Group Travel Planner.
Attachment #1
Rationale: Low bid received from Courier Printing, a vendor the department has worked with in the past.
 2. Request to provide funds to allow for boosting initiatives with social media contract.
Attachment #2
Rationale: Trampoline Design will conduct initiatives to increase the intensity of activity on Facebook, Twitter and Instagram platforms.
 3. Request to extend the expiration date of the contract with the Lake George Regional Chamber of Commerce for improvements to the Exit 17 Information Center.
Attachment #3
Rationale: Contract with the Lake George Regional Chamber of Commerce to be extended from 05/31/15 to 07/31/15 to make payment.
 - IV. Referral/Pending Items
 1. Committee decided to temporarily leave the Director of Tourism position vacant and to review a draft Request for Proposals for a Tourism Director and/or consulting firm at the July Committee Meeting. (05.29.15)

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

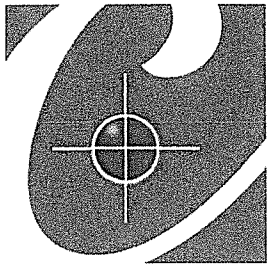
DEPARTMENT NAME: Tourism

DATE: 7/30/15

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **to print 3,000 copies (24 Pages + cover) of 2016 Warren County Group Travel Planner**
- (c) Name of Contractor: **Courier Printing Corp.**
- (d) Address of Contractor: **24 Laurel Bank Ave. Deposit, NY 13754**
- (e) Contractor's Contact Person and Telephone Number:
Stacey Hanrahan 607-467-2191
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **9/25/15**
- (h) Termination Date of Contract: **10/31/15**
- (i) Payment Provisions:
 - i) lump sum amount **\$2,973**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$2,973**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of project**)
- (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 \$2,973 (within budget)**

**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



Courier Printing Corporation

24 Laurel Bank Ave. / Deposit, New York 13754 / Phone: 607-467-2191 • Fax: 607-467-5330

July 8, 2015

Warren County Tourism
Tourism Dept., Municipal Center
1340 State Route 9
Lake George, NY 12845

Due: July 10, 2015 @ 3 PM

Based on the specifications provided by you, we are pleased to submit the following quote:

DESCRIPTION:

2016 Group Tour Planner

QUANTITY:

3,000

SIZE:

8.5 x 11

NO. OF PAGES:

20, 24, & 28 Plus Cover

STOCK:

60# Gloss Text and 80# Gloss Cover (Chorus Art)

COLOR OF INK:

4/4

ARTWORK:

On Disk

COMPOSITION:

(Proofs included in price)

HALFTONE SCREENING:

On Disk

BINDING:

Fold, Cut, Saddle Stitch, and Pack in cartons

PRICE:

3,000 Copies –


20 Pages - \$2,893.00

24 Pages - \$2,973.00

28 Pages - \$3,451.00

REMARKS:

Thank you for the opportunity to quote.

Sincerely,

Stacey Hanrahan
Sales Estimator

2016 WARREN COUNTY GROUP TRAVEL PLANNER – PRINTING

REQUEST FOR QUOTATION

REPLY DATE: JULY 10, 2015

TIME: 3:00 PM TOURISM DEPT. MUNICIPAL CENTER

ON OUTSIDE OF RESPONSE ENVELOPE WRITE "GROUP TRAVEL PLANNER BID ENCLOSED"

DETAILED SPECIFICATIONS

A copy of the 2015 Group Travel Planner is Enclosed for Reference Purposes Only.

ITEM: PRINTING of 2016 Group Travel Planner

QUANTITY: 3,000 Quote covers with 20, 24, and 28 inside pages

DUE DATES:

September 11, 2015: Materials uploaded to ftp site of successful bidder.

September 18, 2015: 4-color covers and color proof copies of each page prepared by printer delivered to Warren County Tourism Department.

September 24, 2015: Proofs returned to printer.

October 22, 2015: Finished books delivered to Warren County Tourism Department.

INK: All inside pages of 2016 Planner to be printed in full color, bleed.

Cover: inside and outside, 4-color, bleed.

Finished size: 8 ½" x 11", saddle stitched.

PAPER: COVER: 80 lb. Gloss cover or equivalent (All samples MUST BE INCLUDED WITH YOUR PROPOSALS AND LABELED ACCORDINGLY.)

INSIDE – 60 lb. Gloss Test, #3 grade (All samples MUST BE INCLUDED WITH YOUR PROPOSAL AND LABELED ACCORDINGLY.)

PAPER SAMPLES AND WORKING DUMMIES MUST BE INCLUDED WITH PROPOSAL AND MUST BE LABELED. (COVERS PLUS 20, 24, AND 28 INSIDE PAGES), 3 SAMPLES IN ALL.

PACKAGING: Package in marked cartons weighing maximum 20 pounds each. Package same number of pieces per carton. Cartons to be labeled.

DELIVERY: Delivery shall be included with proposal price. Delivery FOB destination freight prepaid, Warren County Municipal Center 1340 State Route 9 Lake George, NY 12845

TWO DAYS NOTICE OF DELIVERY DATE AND TIME MUST BE GIVEN TO SUE TUCKER OF THE TOURISM DEPT BY CALLING 518- 761-6366. Boxes to be hand unloaded from truck and to include inside delivery. Delivery to be made between 8:00 AM and 1:00 PM only. Engine must be turned off.

PENALTY: \$250.00 per business day beyond deadline. All discs, pre-press work etc. are property of Warren County and must be returned upon completion of printing and delivery. Payment cannot be made until returned.

AWARD: Based on lowest proposal price as well as samples given, meeting paper weight in specifications provided.

QUESTIONS: Any questions relative to these specifications shall be made to Tanya Brand, 518-761-6575.

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 July 16, 2015 3:00 PM

Item: Group Travel Planner 2016 - 3,000 copies

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</p>	<p align="center">No bid</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p>
<p align="center">Vendor #2 Courier Printing Corp. Stacey Hanrahan 24 Laurel Bank Ave. Deposit, NY 13754</p>	<p align="center">Samples</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p> <p align="center">2,893 2,973 3,451</p>
<p align="center">Vendor #3 Fort Orange Press 11 Sand Creek Road Albany, NY 12205</p>	<p align="center">Samples</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p> <p align="center">2,840 2,978 3,433</p>
<p align="center">Vendor #4 Graphic Images, Inc. Leigh Danenberg 561 Boston Post Road Milford, CT 06460</p>	<p align="center">No bid</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p>
<p align="center">Vendor #5 TransContinental Printing Mario LaChance 2850 Jean Perrin St. Quebec, QC G2C 2C8</p>	<p align="center">No bid</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p>
<p align="center">Vendor # 6 Vanguard Printing Attn: Tom Birch 11 Hall Woods Rd Ithaca, NY 14850</p>	<p align="center">No bid</p>	<p align="center"><u>20</u> <u>24</u> <u>28</u></p>

SEE ORDER

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 7/30/15

- (a) Is this a Result of a Bid or Request for Proposal? **no**
- (b) Purpose of Contract: **to provide boosting initiatives in conjunction with social media contract**
- (c) Name of Contractor: **Trampoline Design, LLC**
- (d) Address of Contractor: **11 South Street, Suite 201, Glens Falls, NY 12801**
- (e) Contractor's Contact Person and Telephone Number:
Paula Slayton 518-798-9155
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **8/24/15**
- (h) Termination Date of Contract: **12/31/15 + 3 additional years**
- (i) Payment Provisions:
 - i) lump sum amount **\$7,000 on an annual basis; \$3,500 until 12/31/15, which is a little higher than the prorated amount**
 - ii) hourly rate amount
 - iii) total amount not to exceed
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Trampoline to be reimbursed as needed**)
- (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 481, Promotion \$3,500**

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

*as listed in budget and LOGOS

TRAMPOLINE

ADVERTISING & DESIGN CO

Branding • Design • Marketing
Packaging • Interactive • Social

PROJECT PROPOSAL

July | 24 | 2015



COMPANY / CONTACT WARREN COUNTY TOURISM | LEISA GRANT

DESCRIPTION BOOSTING INITIATIVES IN CONJUNCTION WITH SOCIAL MEDIA CONTRACT

SCOPE

Creative concept & strategy Trampoline provides, Client approves
 Illustration N/A
 Copywriting + Text Edits N/A
 Content Development N/A
 Revisions N/A
 Timeline Provided separately with invoicing
 Production + Media Invoices to be sent per action

PROJECT DELIVERABLES	NAME	COST
	BOOSTING INITIATIVES	-\$6,000.00
	Trampoline will conduct several initiatives to increase the intensity of the Warren County Tourism activity on various social media platforms. Expenses will include "boosted posts" on Facebook, which involve assigning a budget for a specified period of time. There will also be contests run on the Instagram account which will offer prizes for the winners, which will be in the \$30-75 range. There will also be purchases to boost posts on Twitter. The expenditures will not exceed \$6,000 through the end of this calendar year.	7,000 annually

TOTAL * Any desired changes expressed by the client after full approval or beyond the stated Rounds of Revisions will require compensation to Trampoline, in addition to the payment of whatever costs are incurred to Trampoline as a result of the client's change(s). Any work done by Trampoline that is not outlined in this form will be invoiced in addition to the expenses stated above. **TOTAL** \$6,000.00

CONFIDENTIAL:
for Warren
County Tourism
only

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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: 7/30/15

- (a) Purpose of Request:
to extend the expiration date of the contract with the Lake George Regional Chamber of Commerce for improvements to the physical plant and operations of the Exit 17 Information Center from 5/31/15 to 7/31/15.

- (b) Details:
The original agreement was dated August 14, 2013 for the period of 6/1/13-5/31/14, with an option to renew for one year. The agreement was renewed effective 6/1/14 through 5/31/15 for \$25,000. \$848.03 was spent in 2014, and purchase order # 1872 was carried over to 2015. The Lake George Regional Chamber of Commerce has submitted a voucher for payment of a contract with dates of 7/1-6/30/18.

- (c) Previous Resolution Number:
Resolution # 324 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
PO# 2014-1872 balance \$24,151.97

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

*** as listed in budget and LOGOS**