



**Tourism Committee
Warren County Tourism Department
AGENDA
April 25, 2016**

Committee Members:

E. Merlino, Chairman
D. Dickinson
R. Conover
E. Frasier
E. Wood
R. Vanselow
M. Simpson
C. Leggett
R. Seeber
J. Strough
D. Beaty

- I. Committee meeting called to order by Chairman Merlino
- II. Motion to approve minutes of February 22, 2016 Committee Meeting
- III. Action Agenda/New Business

Resolution Requests

- 1. Request to authorize hotel rate above GSA for the I Love New York Empire State Tourism Conference.
Rationale: GSA rate not offered at host hotel; conference takes place at host hotel.
Attachment #1
- 2. Request to support the Lake George Regional Chamber of Commerce & CVB, Inc. in its efforts to update and run the Exit 17 Information Center; Tourism brochures to be displayed at no cost.
Rationale: The Information Center provides a valuable resource to the traveling public as they enter Warren County.
Attachment #2

- IV. Privilege of the Floor to discuss any additional items to come before Committee

Referral/Pending Items

- 1. Director of Tourism position vacancy
- 2. Contract for consulting services to perform a study of tourism in Warren County awarded to BBG&G; BBG&G to assist in developing an RFP for data oriented services. (02.22.16)
- VII. Motion to 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: 4/25/16

- (a) Purpose of Request:
To support the Lake George Regional Chamber of Commerce & CVB, Inc. in its efforts to update and run the Exit 17 Information Center; Tourism brochures to be displayed at no cost; appropriate funds from Occupancy Tax Reserve

- (b) Details:
Previous contract was for two years, 6/1-2013 - 5/31/14 and renewed for one year

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

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A. 881 - Reserve - Occupancy Tax 25,000

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

* as listed in budget and LOGOS



PROPOSAL
PRESENTED TO WARREN COUNTY OCCUPANCY TAX COMMITTEE

REGARDING

MANAGEMENT OF THE INFORMATION CENTER
LOCATED BETWEEN EXITS 17 AND 18, ADIRONDACK NORTHWAY (I-87)

Warren County Contribution \$25,000.00

Projected Expenses:

Furnishings (Carpet, Additional Seating, Cabinet, Décor) \$4,000.00

Internet Access/Telephone \$5,000.00

New Interior Signage (Design & Signs) \$3,000.00

New Coffee Station \$1,500.00

Staff Uniforms \$1,000.00

Office & Operating Supplies \$2,500.00

Additional Brochure Racks (Wall & Free Standing) \$5,000.00

Miscellaneous \$3,000.00

25,000.00

Warren County Board of Supervisors

RESOLUTION NO. 324 OF 2013

Resolution introduced by Supervisors Kenny, Merlino, Bentley, Conover, Dickinson, Frasier and Mason

AUTHORIZING CONTRACT WITH THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB, INC. FOR FINANCIAL ASSISTANCE TO UPDATE AND OPERATE THE EXIT 17 INFORMATION CENTER

WHEREAS, the Tourist Information Center located between Exits 17 and 18 on I-87 North is an important resource for tourism promotion in Warren County and the Adirondack region, and

WHEREAS, the Lake George Regional Chamber of Commerce & CVB, Inc. is seeking an agreement with Warren County for financial assistance in connection with their plans to update and operate the Information Center as a comprehensive Information Center described as "The Gateway Welcome Center of the Adirondacks" with the tourism promotional benefits of encouraging visitors to shop, stay and play in Warren County and throughout the Adirondacks and further promoting tourism opportunities in Warren County, through, among other things, allowing the placement of Warren County Tourism brochures in the updated facility, and

WHEREAS, the improvements to the operation of the Exit 17 Information Center shall be undertaken by organizations other than Warren County, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors recognizes the importance of the Exit 17 Information Center as a resource for tourism promotion in Warren County and the Adirondack region, and recognizes the necessity for improvements to the physical plant and operations of the Exit 17 Information Center, and be it further

RESOLVED, that the Warren County Board of Supervisors authorize an agreement with the Lake George Regional Chamber of Commerce & CVB, Inc., 2176 State Route 9, PO Box 272, Lake George, New York 12845 for financial assistance in connection with the improvements to the physical plant and operations of the Exit 17 Information Center for a term commencing June 1, 2013 and terminating May 31,

RESOLUTION NO. 324 OF 2013

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2014, with the opportunity for a one year extension upon the mutual written consent of the parties to the agreement provided the terms of the agreement do not change, for an amount not to exceed Twenty-Five Thousand Dollars (\$25,000), and upon the following conditions: 1) the payment being contingent upon the improvements and upgrades being completed in a manner satisfactory to the Warren County Occupancy Tax Committee, and 2) Warren County Tourism brochures shall be displayed at the Exit 17 Information Center for at least the duration of the agreement including any extensions thereto and at no additional cost to Warren County, and be it further

RESOLVED, that the Chairman of the Board is hereby authorized to execute any and all necessary or related documents in a form approved by the County Attorney with funding to be taken from budget code A 881.00 - Reserve - Occupancy Tax.

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MISCELLANEOUS

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DEPARTMENT NAME: Tourism

DATE: 4/25/16

- (a) Purpose of Request:
to approve \$129 rate for three nights at the 1000 Islands Harbor Hotel, Clayton, NY for the "I Love New York" Empire State Tourism Conference, 5/1 - 5/4/16

- (b) Details:
Host hotel for NYSTIA Conference; Jefferson County rate is \$94

- (c) Previous Resolution Number:
none

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A. 6417 444 - Travel/Education/Conference \$387

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

* as listed in budget and LOGOS

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MISCELLANEOUS

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DEPARTMENT NAME: Tourism

DATE: 4/25/16

- (a) Purpose of Request:
to award Improv Records, Inc. \$15,000 for the Adirondack Independence Festival to be held September 30 & October 1, 2016

- (b) Details:
This event replaces "The Chill" that was tentatively scheduled for the same dates. "The Chill" was moved to a location in Pennsylvania.

- (c) Previous Resolution Number:
618 of 2015

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A. 6417 480.03, Special Event Discretionary Fund, \$15,000

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

* as listed in budget and LOGOS