

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: AUGUST 10, 2016**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DICKINSON  
CONOVER  
SEEBER  
SIMPSON  
STROUGH  
FRASIER  
VANSELOW  
LEGGETT

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
PETER GIRARD, CREATIVE DIRECTOR  
TANYA BRAND, GROUP TOUR PROMOTER  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
BRIEN REICHENBACH, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
SUPERVISORS BRAYMER

MACDONALD

JULIE BUTLER, PURCHASING AGENT

DEBORAH GARRY, REPRESENTING BBG&G ADVERTISING

REPRESENTING MANNIX MARKETING:

SARA MANNIX, FOUNDER & CHIEF EXECUTIVE OFFICER  
VALLERI JAMES, DIRECTOR OF DIGITAL SALES & STRATEGY  
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR,  
CITY OF GLENS FALLS  
MICHAEL CONSUELO, EXECUTIVE DIRECTOR OF THE LAKE GEORGE  
CHAMBER OF COMMERCE AND CVB  
ERIC GILBERT, REPRESENTING SIX FLAGS GREAT ESCAPE LODGE  
KATHY FLACKE MUNCIL, REPRESENTING FORT WILLIAM HENRY  
MIKE PRATT, REPRESENTING GORE MOUNTAIN  
JOE DESANTIS, REPRESENTING HAMPTON INN  
SAM LUCIANO, REPRESENTING FORT WILLIAM HENRY  
TOM GUAY, REPRESENTING THE SAGAMORE  
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION  
FRED AUSTIN, REPRESENTING FORT WILLIAM HENRY  
DON LEHMAN, *THE POST STAR*  
MOLLY GANOTES, LEGISLATIVE OFFICE SPECIALIST

**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: WOOD  
BEATY

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*Please note, the following contains a summarization of the August 10, 2016 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link:*  
<http://www.warrencountyny.gov/gov/comm/Archive/2016/tourism/>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 3:00 p.m.

Copies of the meeting agenda were distributed to the Committee members and a copy of same is on file with the meeting minutes.

Mr. Merlino began the meeting by asking each of the guests present to introduce themselves and state the group and/or facility they represented for the record.

Privilege of the floor was extended to Deborah Garry, of BBG&G Advertising, who provided an update on the activities her firm was engaged in performing on behalf of Warren County.

Following the update, a lengthy discussion ensued during which Ms. Garry answered many questions posed by the Committee members and guests in attendance.

At the conclusion of the discussion, Joanne Conley, Director of Tourism, questioned whether the Committee was in favor of developing a second RFP (Request for Proposals) concerning data collection and it was the consensus of the Committee that they would await the results of Ms. Garry's study which was expected in September, before making this decision.

There being no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Conover and seconded by Mr. Simpson, Mr. Merlino adjourned the meeting at 4:34 p.m.

Respectfully submitted,  
Molly Ganotes, Legislative Office Specialist