

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: SEPTEMBER 26, 2016

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
CONOVER
SEEBER
SIMPSON
STROUGH
WOOD
BEATY
FRASIER
LEGGETT

COMMITTEE MEMBER ABSENT:

SUPERVISOR: VANSELOW

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
BRIAN REICHENBACH, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS BRAYMER
BROCK
GIRARD
MACDONALD
MONTESI
MICHAEL SWAN, COUNTY TREASURER
JOANN MCKINSTRY, ASSISTANT TO THE COUNTY ADMINISTRATOR
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR,
CITY OF GLENS FALLS
FRED AUSTIN, FORT WILLIAM HENRY
DON LEHMAN, *THE POST STAR*
DAVID CEDERSTROM, *THE CHRONICLE*
MOLLY GANOTES, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the September 26, 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 10:34 a.m.

Motion was made by Ms. Wood, seconded by Mrs. Frasier and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Joanne Conley, Director of Tourism, who distributed copies of the Tourism agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Proceeding with her agenda review Ms. Conley presented a request for a new contract with Walsworth Publishing Company Inc., in an amount not to exceed \$61,147, to print 175,000 copies of the 2017 Warren County Travel Guide over a term to commence October 24, 2016 and terminate January, 31, 2017.

Motion was made by Mrs. Frasier seconded by Mr. Dickinson and carried unanimously to approve the contract with Walsworth Publishing Company Inc. as outlined above and the necessary resolution was authorized for the October 21st Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Mike Swan, County Treasurer, provided a report on occupancy tax revenues, informing they had increased 6.54% and he mentioned payments from the many hotels would be received in 5-6 weeks. He notified the Occupancy Tax reserve would need to be increased to \$1.5 million for the account to maintain a comfortable balance.

Continuing with the agenda review, the Tourism staff provided an overview of the Tourism Department's 2017 Budget Request. *A copy of the 2017 Budget Request is on file with the minutes.*

A lengthy discussion ensued following which a motion was made by Ms. Wood, seconded by Mr. Conover and carried unanimously to approve the 2017 Budget request as presented and refer same to the Budget Officer.

Ms. Conley informed BBG&G Advertising would provide an update on the study they were performing at the October Committee meeting. She notified individuals were interviewed for the Assistant Tourism Coordinator and Communication Assistant positions and offers had been made. She mentioned there would be a meeting at the Lake George Forum on Tuesday October 4th at 10:00 a.m. to discuss how to attract Millennials to the Adirondacks.

Privilege of the floor was extended to Tanya Brand, Group Tour Promoter, who provided a group tour update. Ms. Brand remarked she had returned from the Destination Travel Show in Syracuse, New York where she joined the Sagamore Hotel, Queensbury Hotel, Holiday Inn, Lake Theatre, Lake George Steamboat Company and Adirondack Winery and she said she had met with 75 tour operators and receptive operators who dealt with incoming international business. She notified I Love New York held an International Forum with panelists from the UK, Australia, Germany and China offices. She advised the County needed a program to promote Lake George and the region. She added Saratoga Springs, The Wild Center and Ausable Chasm were interested in working with the County to help promote upstate New York. She discussed interest in promoting Warren County internationally.

Privilege of the floor was extended to Mr. MacDonald who talked about a consolidation of services with the Tourism Department and the City of Glens Falls. He stated it would utilize added synergies and share cost. Ms. Conley advised her Department would be attending a meeting of the Glens Falls Common Council tomorrow evening at the Mayor's request to make a presentation on how the department promotes the entire County, and how Glens Falls fits into the promotion. Mr. Conover stated he was concerned with the responsibilities and cost of a consolidation.

There being no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Beaty and seconded by Mr. Conover, Mr. Merlino adjourned the meeting at 11:23 a.m.

Respectfully submitted,
Molly Ganotes, Legislative Office Specialist