

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: NOVEMBER 8, 2017**

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**COMMITTEE MEMBERS PRESENT:**

**SUPERVISORS:** DICKINSON  
MERLINO  
SIMPSON  
STROUGH  
BEATY  
FRASIER  
LEGGETT  
MACDONALD  
GERAGHTY  
VACANT

**OTHERS PRESENT:**

**REPRESENTING THE TOURISM DEPARTMENT:**  
JOANNE CONLEY, DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
TANYA BRAND, GROUP TOUR PROMOTER  
RONALD F. CONOVER, CHAIRMAN OF THE BOARD  
KEVIN B. GERAGHTY, ACTING COUNTY ADMINISTRATOR  
MARY ELIZABETH KISSANE, ACTING COUNTY ATTORNEY  
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
MICHAEL SWAN, COUNTY TREASURER  
JEFF MEAD, GLENS FALLS CIVIC CENTER GENERAL MANAGER  
SUPERVISOR SOKOL

**COMMITTEE MEMBER ABSENT:**

**SUPERVISOR: MONTESI**

**REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:**  
GINA MINTZER, EXECUTIVE DIRECTOR  
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR  
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY OF GLENS FALLS  
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION  
FRED AUSTIN, FORT WILLIAM HENRY  
DON LEHMAN, *THE POST STAR*  
THOM RANDALL, *ADIRONDACK JOURNAL*  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

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*Please note, the following contains a summarization of the November 8, 2017 meeting of the 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/2017/occupancy/>*

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 1:20 p.m.

Motion was made by Mr. Merlino, seconded by Mr. MacDonald and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

The meeting commenced with Mike Swan, *County Treasurer*, informing revenue collected through November 2, 2017 was \$3,604,312.52 as compared to the same period in 2016 which was \$3,439,675.89 for an increase of 4.57%.

Mr. Dickinson notified the action portion of the agenda included the 2018 spending plan. Continuing he presented a request to authorize the 2018 Occupancy Spending Plan with the Adirondack Civic Center Coalition Inc., in the amount of \$250,000; The Lake George CVB (Convention & Visitors Bureau) in the amount of \$300,000; to provide funding in the amount of \$100,000 for a water feature at the Festival Commons in the Charles R. Wood Park; and agreements between Municipalities in Warren County and the County of Warren for tourism promotion and convention services with disbursements in the amount of \$405,000.

Ms. Braymer inquired what the difference was between last years plan and this years and Mr. Dickinson responded more money was allocated to the Towns and funding would be provided to eight events taking place in the County.

Mr. Dickinson informed those who were not chosen to receive Occupancy Tax funding from the County for 2018 could apply for funding from the municipality where the event occurred.

Motion was made by Mr. Simpson, seconded by Mr. MacDonald and carried unanimously to approve the request and the necessary resolution was authorized for the November 17<sup>th</sup> Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Beaty asked Mr. Dickinson whether the current format of the Occupancy Tax Spending Plan would be used going forward and Mr. Dickinson replied while that was an excellent question, it would be difficult to answer. He explained following his discussions with the business people in the area regarding the 2018 Occupancy Tax Spending Plan he determined his long-term goal was to provide the Lake George Chamber of Commerce, which he noted, was a stand along Organization outside of the County, with funding to offer them the opportunity to demonstrate to the County what they could accomplish. He said his hope was for them to put into place their own Executive Board consisting of three elected officials and the remaining members being business people to control what the funding from the County was used for. He mentioned this coming year staff members from the Tourism Department would be assisting the Lake George Chamber of Commerce & CVB to be successful in obtaining their goals. He advised the long-term goal would be to fund their Organization based upon their success which meant the more successful they were, the more funding they would be provided with. He informed something to consider was to possibly consolidate the Tourism Department with the Lake George Chamber of Commerce & CVB over time which was why it was important for them to communicate openly with one another to ensure there was no overlap.

A brief conversation ensued, at the conclusion of which Ms. Braymer inquired if the revised CVB contract was complete and Mr. Dickinson responded in the negative.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Merlino and seconded by Mrs. Frasier, Mr. Dickinson adjourned the meeting at 1:38 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist