

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 24, 2017

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
STROUGH
FRASIER
LEGETT
VANSELOW
SEEBER
MONTESI
MACDONALD
GERAGHTY
VACANT

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
TANYA BRAND, GROUP TOUR PROMOTER
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
ADVISORY GROUP TO THE TOURISM COMMITTEE
ERIC GILBERT, SIX FLAGS GREAT ESCAPE
TOM GUAY, SAGAMORE RESORT
SAM LUCIANO, FORT WILLIAM HENRY
GARY THORNQUIST, LAKE GEORGE RV PARK
RONALD F. CONOVER, CHAIRMAN OF THE BOARD
KEVIN B. GERAGHTY, ACTING COUNTY ADMINISTRATOR
BRIAN REICHENBACH, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
MICHAEL SWAN, COUNTY TREASURER
SUPERVISORS BRAYMER
BROCK
KRISTEN HANIFAN, LAKE GEORGE CHAMBER OF COMMERCE AND CVB
SPECIAL EVENTS & CONVENTION SALES DIRECTOR
REBECCA WOOD, SIX FLAGS GREAT ESCAPE
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES, LEGISLATIVE OFFICE SPECIALIST
*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDIES

Please note, the following contains a summarization of the January 24, 2017 meeting of the Tourism 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/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 1:37 p.m.

Motion was made by Mrs. Frasier, 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.

Mr. Merlino informed the Committee they would receive an agenda and resolution packet from the Tourism Department at the Board Meeting each month for review before then next Tourism meeting.

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.*

Commencing her agenda review, Ms. Conley presented a request for a new contract with Smith Trend Research in the amount of \$6,817.50 to provide reports including custom forecast, daily by month report, multi-segment monthly report and multi-segment weekly report for a term commencing January 1, 2017 and terminating December 31, 2017.

A discussion ensued with regard to the ability to share the Smith Trend Research reports with the public, during which Tourism staff indicated there would be an added cost to the contract to allow distribution. It was the consensus of the Committee that the Tourism staff should determine this cost and provide same to the Committee at the next meeting.

Motion was made by Mr. Leggett, seconded by Mrs. Frasier and carried unanimously to authorize the contract with Smith Trend Research, as requested, and the necessary resolution was authorized for the February 17th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Supervisor Dickinson entered the meeting at 1:41 p.m.

Ms. Conley presented a request to attend the Empire State Tourism Conference in Lake Placid, NY, April 24-26, 2017.

Motion was made by Mrs. Frasier, seconded by Mr. Montesi and carried unanimously to approve the travel request as presented. *A copy of the Authorization to Attend Meeting or Convention form is on file with the minutes.*

Next, Ms. Conley introduced a resolution to extend the contract with Adirondack Regional Tourism Council, Inc. in an amount not to exceed \$150,000 for regional marketing services over a term commencing January 1, 2017 and terminating December 31, 2017.

Motion was made by Mr. Leggett, seconded by Mr. MacDonald and carried unanimously to approve the requests as outlined above and the necessary resolution was authorized for the February 17th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Continuing, Ms. Conley spoke of the 2017 Lake George Area Travel Guide, notifying she would like a copy of the guide in every hotel room in the County. She indicated the Travel Guide was full of experiences.

Ms. Conley then distributed a copy of the 2017 Tourism Marketing Overview, briefly reviewing the Funding Allocation Plan, Monthly Outline, Media Survey and Social Media sections of the overview.

Ms. Seeber indicated she was interested in adding extensions to the Tourism Facebook page where individuals could ask questions and provide suggestions online. Peter Girard, Creative Director, reported the contract with Trampoline Design would terminate in May and would be up for re-negotiation, at which time they could include Ms. Seeber's suggestion. Mr. Girard added the I Love New York campaign included footage of Gore Mountain Ski Resort and Whiteface Mountain; he then played the 30 second commercial for the Committee.

Privilege of the floor was extended to Tanya Brand, Group Tour Promoter, who reviewed the Travel Trade 2017 Marketing Plan in detail. *A copy of the Marketing Plan is on file with the minutes.*

Mr. Merlino informed a Tourism Advisory Group had been formed, the members of which included Sam Luciano Fort William Henry; Eric Gilbert, Six Flags Great Escape; Tom Guay, Sagamore Resort; and Gary Thornquist, Lake George RV Park.

Mr. Gilbert and Rebecca Wood, from Six Flags Great Escape, provided a power point presentation entitled Go Big Go Great Escape. *A copy of the presentation is on file with the minutes.*

Mr. Gilbert informed Six Flags Great Escape was interested in partnering with Warren County to create a 30 second commercial that would include 50% of the content provided by the Great Escape and 50% provided by Warren County. He informed the County's portion to create the commercial would be \$150,000. A discussion ensued, during which the Committee decided to move forward in partnering with the Great Escape on the commercial. (Note: A resolution request in regard to this item will be presented at the next Committee meeting.)

Privilege of the floor was extended to Kristen Hanifan, Lake George Chamber of Commerce and CVB Special Events & Convention Sales Director, who distributed copies of a handout entitled January 2017 CVB Report that she reviewed in detail. *A copy of the report is on file with the minutes.*

Supervisor Vanselow exited the meeting at 2:52 p.m.

Ms. Conley indicated she received the fourth quarter Smith Trend Report, which indicated an increase of 1.14% from 2014.

There being no further business to come before the Tourism Committee, on motion made by Mrs. Frasier and seconded by Mr. Montesi, Mr. Merlino adjourned the meeting at 2:57 p.m.

Respectfully submitted, Molly Ganotes,
Legislative Office Specialist