

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM COMMITTEE

DATE: FEBRUARY 27, 2017

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
STROUGH
FRASIER
LEGGETT
SEEBER
MACDONALD
GERAGHTY
HYDE

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: VANSELOW
MONTESI

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, TOURISM COORDINATOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER
PETER GIRARD, CREATIVE DIRECTOR

ADVISORY GROUP TO THE TOURISM COMMITTEE:

ERIC GILBERT, SIX FLAGS GREAT ESCAPE
TOM GUAY, SAGAMORE RESORT
GARY THORNQUIST, LAKE GEORGE RV PARK
TYLER HERRICK, THE QUEENSBURY HOTEL

JOSIAH BROWN, NEW YORK'S BEST EXPERIENCES, INC.

RONALD F. CONOVER, CHAIRMAN OF THE BOARD

AMANDA ALLEN, CLERK OF THE BOARD

SUPERVISORS BRAYMER

BROCK

MCDEVITT

SOKOL

FRANK E. THOMAS, BUDGET OFFICER

REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE AND CVB:

MICHAEL CONSUELO, EXECUTIVE DIRECTOR

KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES
DIRECTOR

FRED AUSTIN, FORT WILLIAM HENRY RESORT

DON LEHMAN, *THE POST STAR*

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note the following contains a summarization of the February 27, 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 10:43 a.m.

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

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

Mr. Merlino began by introducing Mrs. Hyde, Town of Thurman Supervisor, and welcoming her to the Committee. He also introduced Tyler Herrick, of The Queensbury Hotel, as the fifth member of the Advisory Group to the Tourism Committee.

Privilege of the floor was extended to JoAnne Conley, Tourism Director, who commenced the agenda review with a request for an agreement with Great Escape Theme Park, LP, for cooperative advertising to promote Warren County and the Great Escape in an amount not to exceed \$150,000. She noted this matter had been discussed at length during last month's meeting and Committee approval in the form of a resolution was necessary to proceed with the agreement.

Motion was made by Mr. MacDonald, seconded by Mr. Strough and carried unanimously to approve the request and the necessary resolution was approved for the March 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Conley advised the next agenda item pertained to a request for a new agreement with New York's Best Experiences, Inc., for promotion of Warren County in an amount not to exceed \$17,400. She then introduced Josiah Brown, from New York's Best Experiences, Inc., who reviewed a powerpoint presentation regarding the services his organization would provide. *A copy of the presentation is on file with the meeting minutes.*

At the conclusion of the presentation and following some discussion, a motion was made by Mr. MacDonald, seconded by Mrs. Frasier and carried unanimously to approve the request for a new agreement with New York's Best Experiences, Inc., and the necessary resolution was approved for the March 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Ms. Conley requested to establish new Budget Code A.6417 480.06, for Enhanced Promotion, as well as to authorize the transfer of \$400,000 from various accounts to the code.

Motion was made by Mr. MacDonald, seconded by Mr. Dickinson and carried unanimously to approve the request and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Continuing with the agenda review, Ms. Conley requested to amend Resolution No. 72 of 2012 to increase the threshold for Departmental Head approval of miscellaneous contracts from \$2,000 to \$5,000.99.

Motion was made by Mr. Strough, seconded by Mr. MacDonald and carried unanimously to approve the request and the necessary resolution was approved for the March 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Conley then requested a resolution to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for the Lake George Visitor Center in an amount not to exceed \$25,000.

Motion was made by Mr. Dickinson, seconded by Mr. MacDonald and carried unanimously to approve the request and the necessary resolution was approved for the March 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Moving on to the Tourism Department Update section of the agenda, Ms. Conley reported on the added cost to share the Smith Trend Research reports with hoteliers. She advised at this point they were able to share the reports related to Warren County with the Advisory Group at no additional cost; however, she said, if the Committee desired to extend this information for other market segments there would be additional fees incurred. Ms. Seeber asked for clarification as to whether the reports would be shared with the Tourism Advisory Group in advance of the meeting and Ms. Conley replied affirmatively. A brief discussion ensued.

Next, Ms. Conley apprised her department was currently looking into offering a Booking Engine which would give the County Website an online booking option for lodging. She noted that this would be subject to an RFP (Request for Proposal) process and she had already inquired with the Purchasing Agent to begin the research portion of this effort. Peter Girard, Creative Director, pointed out that this would not likely require a funding source as it would generate its own revenue.

Finally, Ms. Conley read aloud information provided to her by Michael Swan, County Treasurer, which gave a total for occupancy tax collections to date of \$4,121,589, which was \$8,000 above the figure accrued by this time in 2016; she also noted that collections would continue through March.

Privilege of the floor was extended to Tanya Brand, Group Tour Promoter, who gave a Group Tour Update. She noted the International Pow Wow would be held in Washington and she would be attending along with eight other tourism promotion agencies under the I Love NY umbrella. She advised she was in the process of helping to develop an Adirondack Regional itinerary for this event in an effort draw international visitors on a regional basis. She indicated that I Love NY would be choosing five tour operators to visit this area to take part in a FAM (familiarization) tour in advance of the International Pow Wow.

Privilege of the floor was extended to Kristen Hanifan, Special Events Convention Sales Director for the Lake George Chamber of Commerce and CVB, who provided a brief highlight of her February 2017 CVB Report which was distributed to the Committee members; *a copy of the Report is on file with the meeting minutes.*

There being no further business to come before the Tourism Committee, on motion made by Mr. Dickinson and seconded by Mr. MacDonald, Mr. Merlino adjourned the meeting at 11:23 a.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board