

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM**

**DATE: MAY 1, 2017**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DICKINSON  
STROUGH  
FRASIER  
LEGGETT  
SEEBER  
MONTESI  
MACDONALD  
GERAGHTY  
HYDE

**COMMITTEE MEMBER PRESENT:**

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  
RONALD F. CONOVER, CHAIRMAN OF THE BOARD  
KEVIN B. GERAGHTY, ACTING COUNTY ADMINISTRATOR  
BRIAN REICHENBACH, COUNTY ATTORNEY  
MARY ELIZABETH KISSANE, ASSISTANT COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
MICHAEL SWAN, COUNTY TREASURER  
SUPERVISORS BRAYMER

BROCK  
SOKOL

REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE AND CVB  
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES  
DIRECTOR

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

\*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES

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*Please note, the following contains a summarization of the May 1, 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 12:17 p.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.

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 apprised she had recently returned from the New York State Tourism Industry Association Conference and spoke regarding Google cardboard boxes that were distributed as part of their marketing campaign, which were used to create a 3-D effect when a device playing a video was placed inside in box and watched. She informed the New York Times sent one million boxes to their customers and she mentioned they were something to be aware of and watch how they progressed.

Next, Ms. Conley discussed social media and the contract with Trampoline Design LLC, informing the contract would expire at the end of the month and she inquired if the contract could be extend through the end of the year. A brief conversation ensued, following which the Consensus of the committee was to allow the contract extension.

Following, Ms. Conley provided an update on the Smith Trend results, advising the report was completed monthly and the demand for rooms was up 7.1% which she said, was on par. She mentioned the April report would be available in two weeks.

Ms. Conley spoke regarding the new website design that had launched Friday, April 28, 2017. She provided a full preview of the website to the committee members. Peter Girard, Creative Director, informed the site had been search engine optimized with easy tractability.

Ms. Conley discussed the media plan for the summer and indicated the new television broadcast aired May 1<sup>st</sup>. Ms. Conley played the broadcast for the Committee members. She mentioned the broadcast would play in different markets at different times. Mr. Girard, expressed they worked closely with the Great Escape and he informed 2017 would be a great year for media with new markets in Boston and Montreal. He mentioned the process was streamline and multiple broadcasts were produced.

Privilege of the floor was extended to Tanya Brand, Group Tour Promoter, who notified I Love NY had 15 million visitors in 2016. She indicated they had offices in Germany, UK and China. She informed there would be a twelve day motor coach tour that would make stops in Saratoga, Glens Falls, Lake George and northern Warren County.

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 March-April 2017 CVB Report that she reviewed in detail as well as reviewing a Power Point presentation on the matter. *A copy of the report and Power Point presentation are on file with the minutes.*

There being no further business to come before the Tourism Committee, on motion made by Mr. Montesi and seconded by Mr. MacDonald, Mr. Merlino adjourned the meeting at 1:20 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist