

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: SEPTEMBER 19, 2017

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
STROUGH
LEGETT
SEEBER
MACDONALD
GERAGHTY
HYDE

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER
MARY ELIZABETH KISSANE, FIRST ASSISTANT COUNTY ATTORNEY
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
JEFF MEAD, GLENS FALLS CIVIC CENTER GENERAL MANAGER
SUPERVISORS BEATY

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: FRASIER
VANSELOW
MONTESI

SIMPSON
SOKOL
REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE & CVB:
MICHAEL CONSUELO, EXECUTIVE DIRECTOR (*RETIRING*)
GINA MINTZER, EXECUTIVE DIRECTOR
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION
FRED AUSTIN, FORT WILLIAM HENRY
AMY COLLINS, CITY OF GLENS FALLS TOURISM & DOWNTOWN BUSINESS
COORDINATOR
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST
*SEE SIGN IN SHEET OF OTHER ATTENDEES

Please note, the following contains a summarization of the September 19, 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 10:51 a.m.

Motion was made by Mr. Leggett, 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; *a copy of the agenda is on file with the minutes.*

Commencing the agenda review Mr. Merlino presented a request for a new contract with Walsworth Publishing Company, Inc., in an amount not to exceed \$54,293 to print 150,000 copies of the 2018 Warren County Travel Guide, consisting of eighty eight pages and the cover, over a term commencing October 23, 2017 and terminating January 31, 2018.

A brief discussion ensued relative to the bids received for the printing contract and the distribution of the Travel Guide, following which a motion was made by Mr. Leggett, seconded by Mr. Strough and carried unanimously to approve the request and the necessary resolution was authorized for the October 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Mr. Merlino presented a request to amend Resolution No. 398 of 2014, *Authorizing Application to Empire State Development for Matching Funds for Promotion of Tourism*, to change the name of Tourism Director listed within the resolution to Joanne Conley.

Motion was made by Mr. Strough, seconded by Mr. Leggett and carried unanimously to approve the request and the necessary resolution was authorized for the October 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Moving on to the Information for Discussion/Review portion of the agenda, privilege of the floor was extended to Leisa Grant, *Principal Account Clerk*, who reviewed the 2018 Tourism Budget Request, a copy of which is on file with the meeting minutes.

During the review of the budget request, Joanne Conley, *Tourism Director*, mentioned the satellite Tourism location located in the Adirondack Factory Outlet Center was no longer producing the desired results. The Committee discussed the possibility of closing the satellite location and refraining from renewing the lease agreement with Adirondack Factory Outlet Center, Inc. for same, which was set to expire on December 31, 2017.

A motion was made by Mr. Dickinson, seconded by Mr. MacDonald and carried by majority vote, with Ms. Seeber and Mr. Leggett voting in opposition, to allow the lease agreement with Adirondack Factory Outlet Center, Inc. to expire at the close of 2017, thereby discontinuing the satellite Tourism location.

Next, Ms. Conley distributed copies of a document entitled “Warren County Tourism Summer 2017 Media Summary” which she proceeded to review in detail. *A copy of the Media Summary is on file with the minutes.*

Privilege of the floor was extended to Tanya Brand, *Group Tour Promoter*, who provided an update on Group Travel, indicating the 2018 Travel Planner featured 37 advertisers, as well as a new design and itinerary; she indicated the Planner would be delivered in October. Ms. Brand advised the list of group tour shows she typically attended had been re-evaluated for 2018 and would be focused on those related to tour operators, Brown Coach and ABA (*American Bus Association*). She advised she would continue to work with I Love New York on attracting international tours as well and she would continue to attend the IPW (*International Pow Wow*) to promote the new initiative to “go north” which Warren County had established in partnership with Saratoga County, The Wild Center and the Town of Lake Placid.

Mr. Geraghty entered the meeting at 11:34 a.m.

Privilege of the floor was extended to Rebecca Wood, *Six Flags Great Escape, Director of Marketing*, who played for the Committee members a television commercial promoting the Lake George area. She then distributed copies of presentation entitled “Six Flags The Great Escape Warren County Tourism 8/16/17”, which she reviewed in detail. *A copy of the presentation is on file with the minutes.*

A brief conversation ensued regarding occupancy tax and increasing tourism within Warren County.

Mr. Strough exited the meeting at 11:51 a.m.

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 11:54 a.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist

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