

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: NOVEMBER 8, 2017

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
STROUGH
FRASIER
LEGGETT
MACDONALD
GERAGHTY

COMMITTEE MEMBER ABSENT:

SUPERVISOR VANSELOW
SEEBER
MONTESI
HYDE

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
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS BEATY

SIMPSON

SOKOL

REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:

GINA MINTZER, EXECUTIVE DIRECTOR
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR
FRED AUSTIN, FORT WILLIAM HENRY
MARK SHEERER, MANAGER, GOLDEN GOAL SPORTS PARK
DON LEHMAN, *THE POST STAR*
THOM RANDALL, *ADIRONDACK JOURNAL*
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES

Please note, the following contains a summarization of the November 8, 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 1:02 p.m.

Motion was made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously to approve the minutes of the previous Tourism 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.

Privilege of the floor was extended to Joanne Conley, *Director of Tourism*, who commenced her agenda review with a request to authorize attendance at the 2018 in-State, out-of-State and Canadian Motorcoach and International travel trade shows/blitzes/marketplaces/conferences by Tourism Department Personnel.

Privilege of the floor was extended to Tanya Brand, *Group Tour Promoter*, who apprised attendance at these shows was important to help promote Warren County, as there were eighty-seven businesses that relied on her to travel and generate leads. She added she would be glad to elaborate or answer any questions if anyone desired a more in-depth explanation.

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

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

Mr. MacDonald inquired about the sports events area of the market and what Golden Goal Sports Park had brought to the area and Ms. Hanifan replied Mark Sheerer, representing Golden Goal Sports Park, was in attendance to address the subject. Mr. Sheerer apprised that tournaments attracted not only local, but also out-of-State and international tourists. He added that many large companies such as Disney and Norwegian Cruise Lines were expanding to include Sports Tourism, as the future was headed in that direction. Mr. Sheerer expressed an interest in working with Warren County Tourism to promote more business.

Mrs. Braymer entered the meeting at 1:15 p.m.

Ms. Brand apprised that International Tourism was a new emerging market, noting she had attended a seminar at Tannery Pond Community Center in the Town of North Creek for the "Go North" program.

Mr. Strough commended Ms. Hanifan for her efforts, noting she had high energy which didn't appear to be waning.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough and seconded by Mr. Dickinson, Mr. Merlino adjourned the meeting at 1:18 p.m.

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