

Public Works – Parks, Rec. & Railroad  
Department of Public Works  
AGENDA  
January 24, 2017 – 11:30 am

Committee Members: *SIMPSON, Dickinson, Frasier, Merlino, Wood, Sokol, Vanselow, McDonald, Girard*

- I. **Committee Meeting Call to Order**..... Chairman Simpson
- II. **Motion to Approve Minutes of Prior Committee Meeting**..... Chairman Simpson
- III. **Action Agenda/New Business**  
Page
  - Adirondack Safari Presentation ..... Mark Metteo
  - Saratoga North Creek Railway ..... Justin Gonyo
  - 1 Amend Budget – Pearsall Grant Award (\$500)..... Jeff Tennyson  
Rationale: Amend budget to add revenue and allocate expenses

IV. **Referral/Pending Items**  
The Committee determined prior to making a decision on Mr. Zibro d/b/a Warrensburg Bike Rally’s request for use of the Warren County Fairgrounds property for their annual event to include automatic renewal terms for up to ten consecutive years, the County Attorney should determine whether there were any issues with authorizing the use of County-owned property on a long term basis as well as allow the Parks, Recreation & Railroad staff to gather the necessary information to ensure the Committee made an informed decision. (10.31.16)  
Update: Chairman Geraghty to work with the County Attorney to develop a plan and/or policy for the use of the Warren County Fairgrounds for the Committee to consider. (11.21.16)

V. **Information for Discussion/Review**  
Page  
3 2016-2017 NYS Parks Snowmobile Trail Grant-in-Aid..... Jeff Tennyson  
Award \$58,275.00

\*\*\* Request for Executive Session – Performance of a Particular Contractor\*\*\*

VI. **Privilege of the Floor to discuss any additional items to come before the Committee**

VII. **Motion to adjourn**

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Attachments – None.

①

## RESOLUTION REQUEST FORM NO. 7

### *Request to Amend County Budget\**

*\*If this is the result of a grant award, also complete and submit Form No. 5 or 6*

DEPARTMENT NAME: Parks, Recreation & Railroad

DATE: 1/23/17

(a) Purpose of Amendment:

To amend the county budget for Up Yonda Farm as the result of the Pearsall Grant received 2016 for 2017.

(b) Appropriation Code, Object Code, Full Title and Amount:

A.7111 .410 General Fund , Up Yonda Farms, Supplies \$500.00

(c) Revenue Code (with title), and Amount:

A.7111 .2714 General Fund, Up Yonda Farm, Grants from Local Businesses.  
\$500.00

Glenn & Carol Pearsall  
Adirondack Foundation

P.O. Box 105  
Johnsburg, New York 12843

www.pearsallfoundation.org

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Dedicated to improving the quality of life for year-round residents of the Adirondack Park.

October 2016

Up Yonda Farm  
Attn: Peter Olesheski  
PO Box 1453  
Bolton Landing, NY 12814

Dear Peter Olesheski,

Thank you for considering the Glenn and Carol Pearsall Adirondack Foundation as a source of funding during our year 2016-2017 grant cycle.

We are pleased to inform you that our trustees have chosen to partially fund your grant request for the purchase of materials to construct a larger permanent butterfly exhibit. Enclosed is a check for \$ 500. Please deposit the check within 60 days. These funds are restricted to the use as stated in your proposal.

Please keep us informed of the success of the program and send to us, by June 30, 2017, at least an interim report. The report(s), as well as your grant request, are kept on file. Please note that you will not be considered in future grant cycles until we receive your report.

We will be sending out a press release listing this year's grant recipients in mid November to multiple news organizations; we encourage you to supplement our press release with your own. In addition, if appropriate, we request you include "Underwritten by the Glenn and Carol Pearsall Adirondack Foundation, "Dedicated to improving the quality of life for year-round residents of the Adirondack Park" [www.pearsallfoundation.org](http://www.pearsallfoundation.org)" in your program.

We appreciate the opportunity you have given us to improve the quality of life for year-round residents of the Adirondack Park and look forward to hearing of your programs success. Please like us on Facebook.

Sincerely,



Glenn Pearsall  
President



**Parks, Recreation  
and Historic Preservation**

ANDREW M. CUOMO  
Governor

ROSE HARVEY  
Commissioner

November 22, 2016

Kevin B. Geraghty  
Warren County Chairman  
1340 State Route 9  
Lake George, NY 12845

Dear Mr. Geraghty:

On behalf of the New York State Office of Parks, Recreation and Historic Preservation and in accordance with Snowmobile Program guidelines, I am pleased to inform you that your 2016-17 application for snowmobile trail development and maintenance assistance has been approved for \$58,275.00. These funds will provide financial assistance for maintaining your approved snowmobile trail miles as listed in the enclosed mileage table. All funded trails must provide public access to any snowmobile that is currently registered in the state.

The local assistance will be provided in two payments. The first, \$40,792.50, represents 70% of the total and will be advanced upon submission of the enclosed State Aid Voucher. The voucher must be signed by the Chief Fiscal Officer of your county or municipality. A second payment of \$17,482.50 represents the remaining 30% and will be sent after an audit of the Phase III documentation submitted to this office has been completed at the close of this year's snowmobiling season. Insufficient documentation may result in a lower 30% payment.

This year \$3,506,745 is being made available to municipalities for the maintenance, development, and support of over 10,360 miles of snowmobile trails throughout the state. The funding level is based upon the fees collected from snowmobile registrations.

**IMPORTANT Voucher Instructions!**

Please be sure to retain a copy of the voucher for your records. With the exception of the Chief Fiscal Officer signature, please do not change *or* add any information to this voucher. If you have a correction/change, please notify our office and return the unsigned voucher. Once the completed voucher is received by our office, it will be processed and submitted to the New York State Comptroller's Office for payment.

**Local Sponsor/Club Webinar**

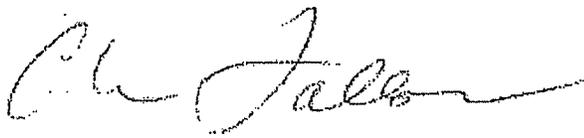
Following the success of the Local Sponsor webinars previously held, our office plans to arrange additional dates for the inclusion of Trail Maintenance Entity members who use the Automated Trail Grant Program (ATGP). The goals for these webinars are to provide training and support for use of the ATGP, as well as providing an opportunity to discuss the current state of the

overall trail grant program and raise any program questions or issues. Further information in scheduling this conference will be sent via the ATGP bulk e-mailer.

Should you have any questions concerning the grant process, please contact the Snowmobile Unit at (518) 474-0446.

Congratulations – and thank you for supporting snowmobiling!

Sincerely,



Christopher Fallon  
Director, Snowmobile Unit

Enclosures

cc: P. Butler  
T. Benway

# ADIRONDACK SAFARI

*Jazz & Glamping Tour*

**ALL New for 2017!**

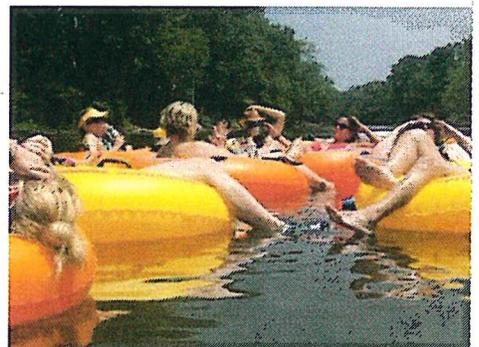
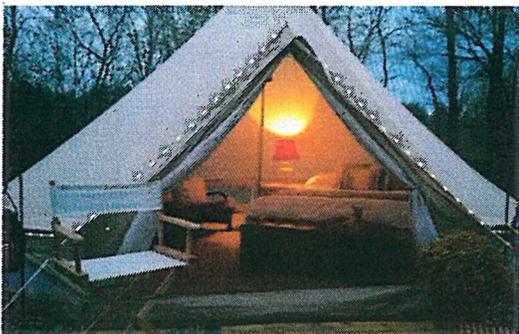
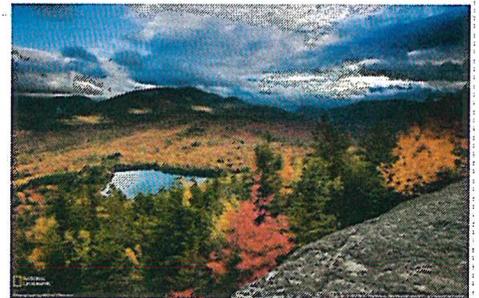
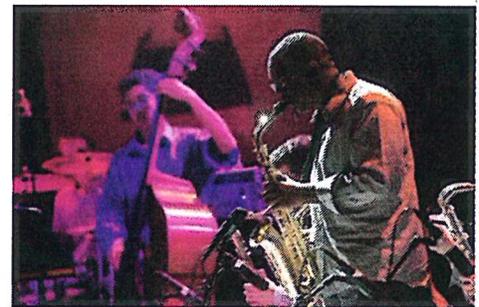
60 Luxury Sleeping tents

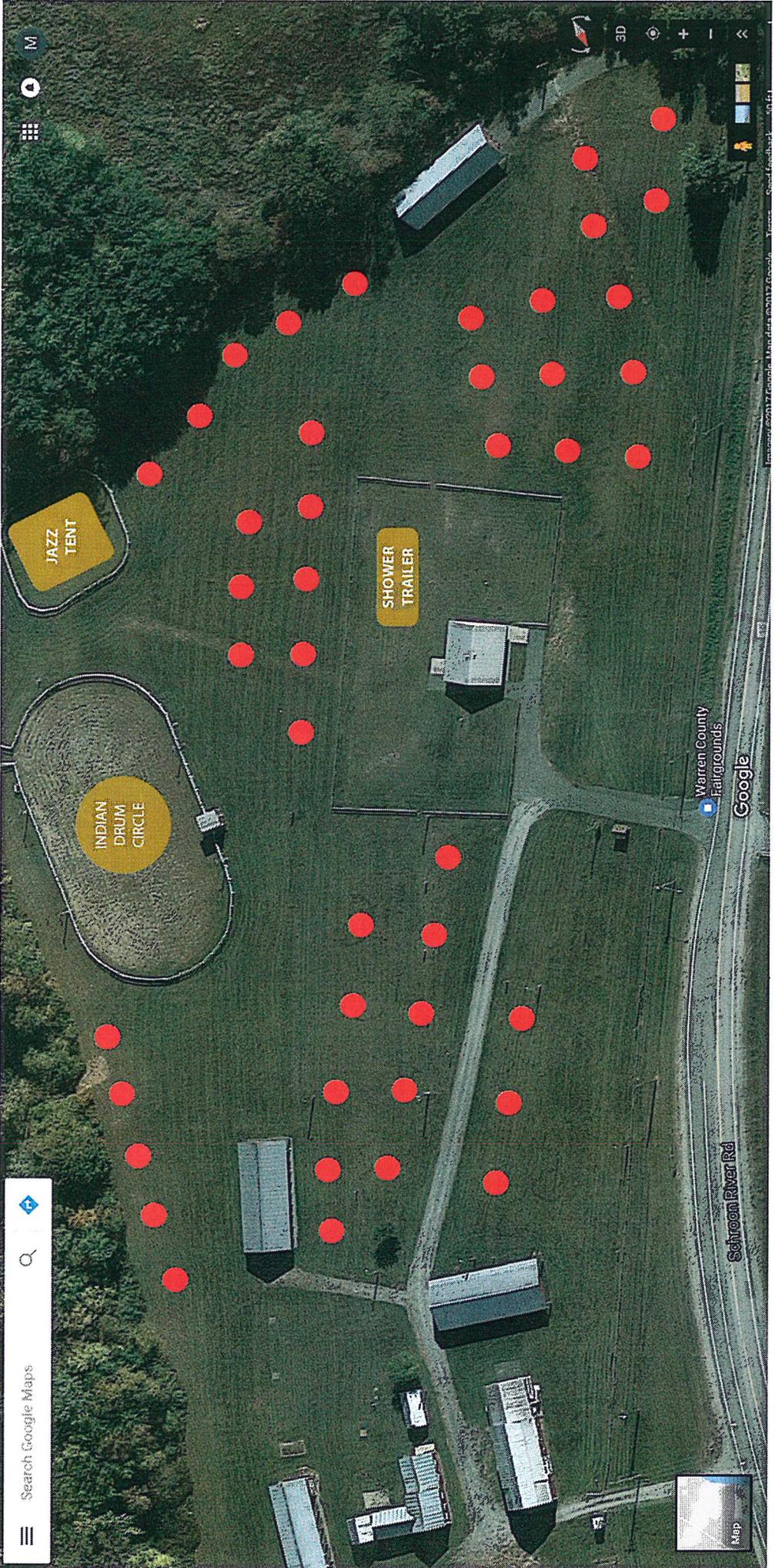
Dining & Lounge Tents

Live Jazz / Bluegrass / Comedy Performances

Native American Drum Circle

Outdoor Movie Theater





M



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3D



Warren County Fairgrounds

Google

Schroen River Rd

Map

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# SUMMER 2017 MARKETING PLAN

## SOCIAL MEDIA

**\$15,000 BUDGET FOR SOCIAL MEDIA ADVERTISING**



## TOUR BUS INCENTIVES

**\$10,000 MARKETING ASSISTANCE**



## EVENT PROMOTION

**\$10,000 FOR CORPORATE & PRIVATE EVENT MARKETING**



## PUBLIC RELATIONS

**MULTIPLE PRESS RELEASES IN NORTHEAST REGION**



## BENEFITS TO COUNTY

Adirondack Safari will have 60 tents in 2017 that will bring over 3,000 guests to Warrensburg for an average of a 3 night stay.

Guests are given a local directory of businesses to visit upon arrival promoting local restaurants, tourist attractions, and more.

We intend to hire 6 full time employees to staff our encampment.



# **Media Coverage**

**6/2015 – 8/2016**

## **BROADCAST NEWS**

**News Channel 10**

**News Channel 13**

## **PRINT MEDIA**

**Times Union**

**Lake George Mirror**

**Post Star**

**Chronicle**

**Adirondack Sun Times**

# Diamond Point Couple Making a New Life with a New Adirondack Business

By Anthony F. Hall

People come to the Adirondacks for the woods, the waters, the mountains. Some have come for their health, others to make their fortunes. And some for the chance to re-invent themselves.

Mark and Jennifer Matteo may have moved to Diamond Point for some or all those reasons. They were certainly looking for a second chance. During the last recession, they lost their businesses, their Adirondack camp and even their home.

They were the creators of Simply Certificates, a Capital District company selling gift certificates redeemable in 32 cities in 11 states. They sold that company before it began to fail under new owners, and became equally well-known in the Albany area for bringing franchises such as Quizno's Sub and Nothing but Noodles to the region. "We lost everything."

With their new business, Adirondack Safari, they may well have found their second chance.

Put simply, Adirondack Safari is a business that will erect a luxury tent for you anywhere from an island in the Narrows to the Adirondack backcountry. And that's just the start.

Whether it's a private chef or a masseuse, gourmet provisions or vintage Bordeaux, fishing trips or rock climbs, they'll find a way to provide it.

"Tell us your goal, we'll put it together; the answer is always 'yes,'" said Mark.

"If you can envision it, we'll make it happen," says Jennifer.

Their first customer was a young man who wanted to propose marriage to his girlfriend. The couple had planned to camp on one of the islands over Memorial Day weekend. When the young man heard about Adirondack Safari, he decided to forego roughing it and chose luxury. Reader, it did the trick. She accepted.

Since then, the Matteo's phones, email inboxes, web site and social media pages have been jammed with traffic.

"Even though Mark has been thinking about this for a couple of years, and we've been planning the business for a while, we're stunned by the response," says Jennifer.

"We'd been following the glamping trend as it worked its way east, so something like this was on our radar," Mark explains. "We also knew that the African Safari trade had all but disappeared because of Ebola. So we asked ourselves, 'what if we brought something new to the Adirondack hospitality business?' And we thought, maybe, we can do something even more than just start a small business. Maybe we can help create a new industry."

While luxurious compared to a portable tent and a sleeping bag, Adirondack Safari's platform tents and furnishings provide a relatively inexpensive experience, making a vacation affordable to working families, for whom the cost of hotels may be excessive, the Matteos emphasize.

"We're trying to open up the market to a different demographic," says Mark. "We have millions of acres in the Adirondack protected for public use. Why not take advantage of it? We can serve people

who wouldn't ordinarily come to the Adirondacks, who wouldn't know where to go or how to secure a good campsite. We'll go in, set up the site, and take you there," says Mark.

He says they've already established a good working relationship with the Department of Environmental Conservation, which sees their product as something that can make an Adirondack camping experience more appealing to the average citizen.

Jennifer adds that the requests they've received have educated her about the range of the tents' uses.

"They can be used to create extra rooms at a lake house over a busy weekend. We've also been asked to provide housing for a wedding; the tents will be set up in a semi-circle, around a campfire," she said.

Describing herself as an unrepentant history major, Jennifer says part of the appeal of the business for her is its Victorian antecedents.

"During the Great Camp era, platform tents were part of the accommodations. We like to think we're bringing back something of that era," she said.

And, as people who visited Lake George fifty years ago, or who grew up here, remember, outfitters like the Lambs and the Conertys provided the same kinds of services that the Matteos offer. They'd set up your campsite on an island, make certain you had everything you would need, deliver you there in their boats and bring you back to shore.

Doing the same thing at 5:30 one recent morning, Mark said, "I can't think of a better job. We're following our dream."



Jennifer, Nicholas and Mark Matteo

1980 • Our 35<sup>th</sup> Year! • 2015

35 years ago Wednesday > 6  
Pets Monthly > 12 • Events calendar > 32

# Chronicle

Northern New York's leading Newspaper • Down to earth and growing • Vol. 35, No. 1,602 • Aug. 27-Sept. 2, 2015

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**Next week:  
Adk. Family!**

## Adk. Safari success

By Gordon Woodworth  
Chronicle News Editor

Count Lake George Mayor Bob Blais as a highly satisfied client of Adirondack Safari, the new Diamond Point-based camping outfitter.

The business, owned by Jenny and Mark Matteo (and their son Nick, 10), rents, sets up and takes down canvas Pinnacle tents furnished with king beds, satel-

**Camping the easy way; lots of takers, including Bob Blais**



Lake George island camping in style — Adirondack Safari set up this tent at one of the state's island campsites. Photo provided.

George. "If I could do that every day, I would do it. It was glorious. We both agreed that it was the best time we had ever had camping. "The service was just extraordinary, and they even brought out a birthday cake for me, which was very nice of them. "Ellen enjoyed it as much of

from \$750 to \$1,250. "We provide custom furnishings, electricity, tiki torches, and you can add on a grill, coolers and games," said Mrs. Matteo. She said she was an area developer for Quiznos before the sandwich company bought her out, and that she and her husband had a business called



**George Washington's dog!**  
Liberty the pooch, with George Washington, portrayed by Colonial Williamsburg actor-interpreter Ron Carnegie

▶ 12

## LG real estate market heats up

Photo courtesy: Colonial Williamsburg Foundation

# Adirondack Safari offers local adventure, comfort

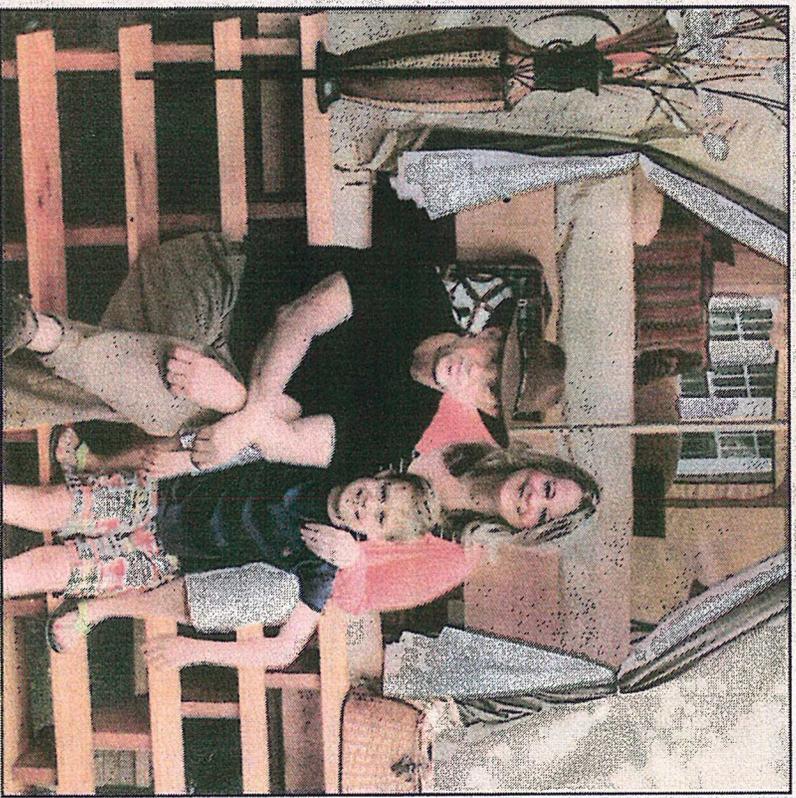
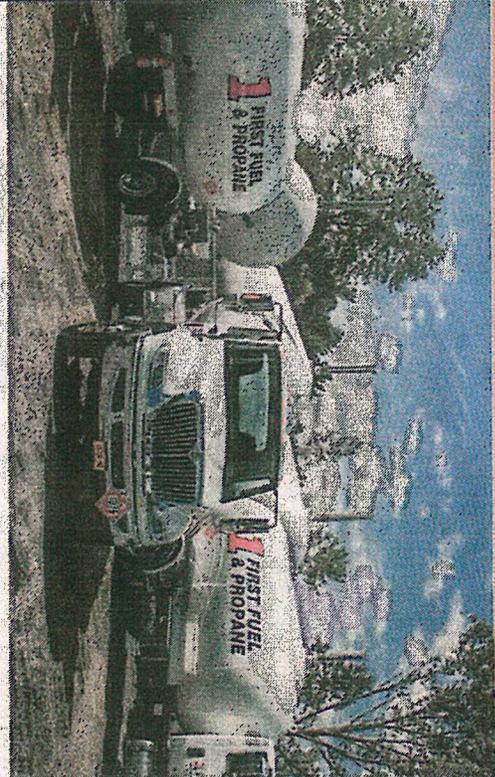
By Christina Scanton  
christina@suncommunitynews.com

**DIAMOND POINT** — A safari-themed venture bringing safari-themed adventure to the Lake George region is quickly gaining a

lot of fans, while eyeing a expansion throughout the Adirondacks.

With just 12 weeks in operation last season, Mark and Jennifer Matteo and their son, Nicholas, earned more than 13,000 fans on their Facebook page and have streamlined

**WANTED: New Customers!**  
**By excellent, locally owned family business.**



their delivery of services.

Last season, Mark and Jennifer set up their offerings, safari-styled tents that sleep two, four or six around the area. The tents are complete with real beds and comfortable linens.

"There's no sleeping on the ground, here," said Jennifer of the unique camping experience.

It's that experience that drew so many guests last year, half right from the area. This year, they've set up 20 camp sites at

There's no prep time or exhaustive clean up when it's time to leave.

"We take care of all of that," said Jennifer. Instead, guests can focus on nature and the many recreational activities the Adirondacks has to offer.

"They just show up and start the party," she said.

Mark and Jennifer have more than 40 years combined experience in the hospitality industry. Nicholas is polishing his hospitality skills, as well.



Kayaks are lined up Tuesday, ready to be added to 'glamping' packages offered by Adirondack Safari, in Diamond Point. The business delivers and sets up fully furnished, luxury tents at campsites throughout the region.

SCOTT DONNELLY—SDONNELLY@POSTSTAR.COM

|            | Regular | Diesel |
|------------|---------|--------|
| Yesterday  | \$2.86  | \$3.10 |
| Last month | \$2.77  | \$3.11 |
| Last year  | \$3.81  | \$4.16 |

AAA'S DAILY FUEL GAUGE REPORT  
ALBANY-SCHEENECTADY-TROY

## rate watch

**Freddie Mac mortgage rates**

|            |              |
|------------|--------------|
| 15-year    | 3.23 percent |
| 30-year    | 4 percent    |
| Prime rate | 3.25 percent |

**Certificates of deposit**

|          |              |
|----------|--------------|
| 30 days  | 0.10 percent |
| 90 days  | 0.20 percent |
| 180 days | 0.37 percent |

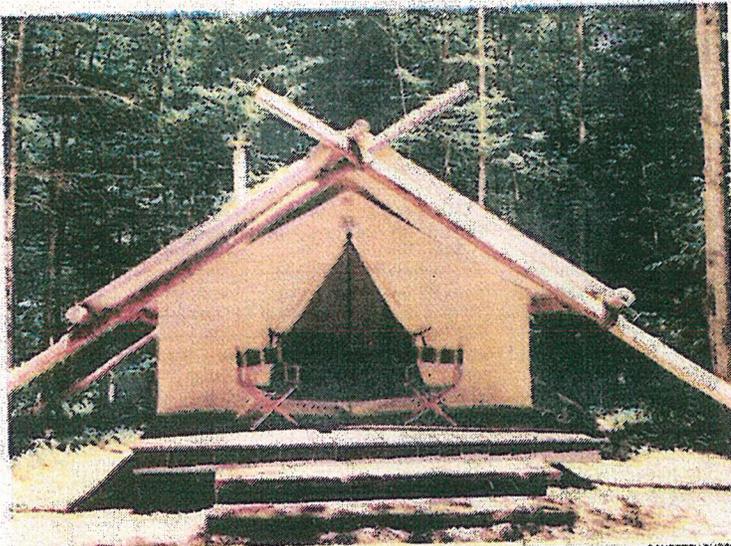
TELERAI

# Pampered campers

New 'glamping' businesses open in Adirondacks

SCOTT DONNELLY  
sdonnelly@poststar.com

New options are popping up for those who want to embrace the outdoors, but on very comfortable terms. In Diamond Point, Mark and Jennifer Matteo have launched Adirondack Safari, a company that offers a new twist on the "glamping" trend. Rather than providing a luxurious tent in a resort setting, Adirondack Safari invites would-be glampers to pick a place to camp. Then, the tent and all the amenities needed for a comfortable outing are delivered and set up before guests arrive. "A lot of people want the camping experience without necessarily roughing it, and we're having a great time," Jennifer Matteo said. "I had



COURTESY PHOTO

A 'glamping' campsite at Posh Primitive in Chestertown is shown, ready for visitors. Posh Primitive, which also provides meals made with locally sourced meats and produce, has two such sites ready now but plans to expand to 10 or more in the future.

So, Adirondack Safari is family's campsite before on the family." The business has a dozen going to have a tent — com- they arrive.

## business trivia

The outdoor recreation industry supports more than 6 million American jobs. Approximately \$646 billion is spent on outdoor recreation in the United States each year. Outdoor recreation spending accounts for approximately \$39.9 billion in federal tax revenue each year. Approximately \$39.7 billion in state/local tax revenue comes from spending on outdoor recreation nationwide each year. Source: Outdoor Industry Association

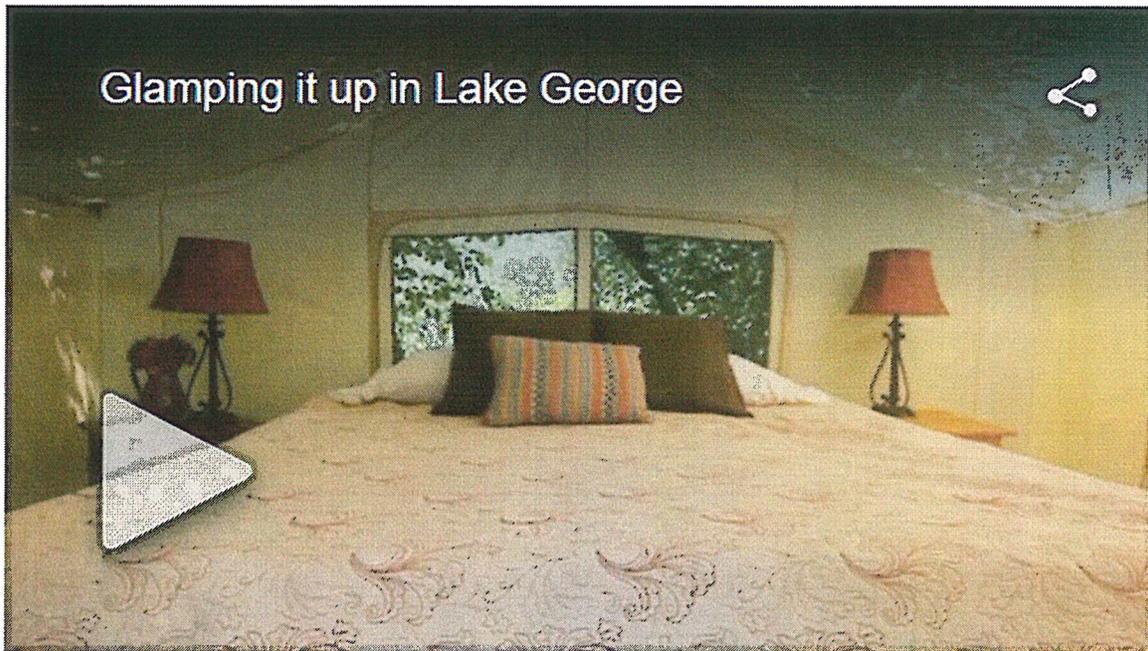
## CONTACTS

For questions about a st

## When camping turns glamorous: Glamping comes to Lake George

By Noel McLaren

Published: June 30, 2016, 7:24 pm | Updated: June 30, 2016, 7:28 pm



LAKE GEORGE, N.Y. (NEWS10) – It's the time of year when people are pitching their tents and spending time in the great outdoors. But imagine going camping without leaving behind any of the comforts of home.

Within in the Adirondacks and the Catskills, camping is part of the culture. But a local company has taken a new twist on camping. The concept was pitched a year ago in Lake George, and this year, glamping is growing faster than they ever thought possible.

As you enter the world of Adirondack Safari, camping as you know it is transformed.

New Season

# DIESEL BROTHERS

Monday Jan 16 10p

WATCH SEASON 1 NOW

◀ Back



Mark Mulholland

@MulhollandWNYT · 1 year



#Glamping in #Lake George. Adirondack Safari will bring all this to your site and set it up and tear down. Story @WNYT



Share

+ Info





By [Scott Stevens](#) on July 22, 2015 1:39 PM

[Leave a comment](#) 0 Comments



1

I've been keeping my eye on these guys for a little while because I think this is a very cool idea. **Adirondack Safari** offers camping packages that include transportation and setup of luxury safari tents on state and private campgrounds, vacation properties, even the [islands on Lake George!](#)

Now, I know some of you will say, "this isn't *real* camping!" But not everyone is interested in "real" camping, and some may want to, but have physical limitations. People are clearly taking advantage of this service, there are photos up on their Facebook page every day showing another campsite that they just setup for the weekend!



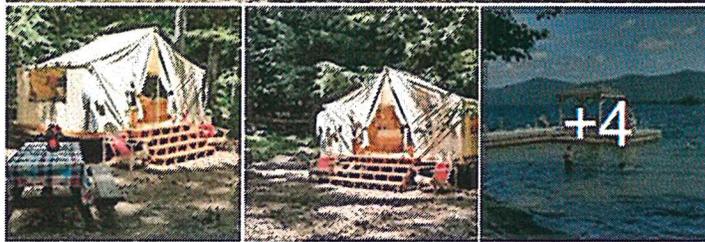
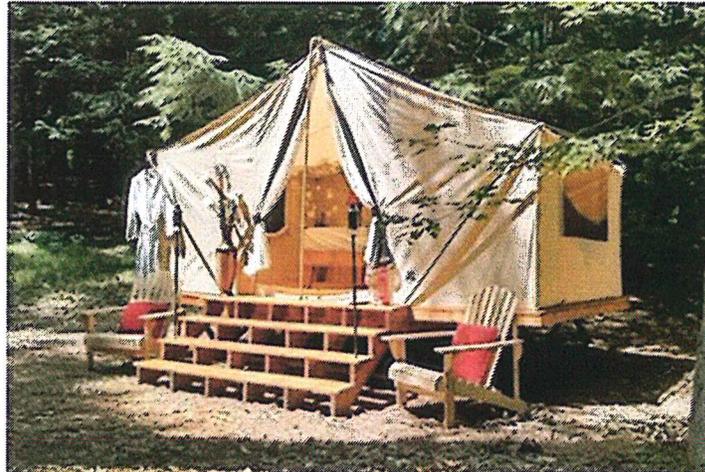
**Adirondack Safari**

about 2 years ago



It's time to come to Lake George for an Adirondack Safari! We are out setting up VIP luxury safari tents every day in the region. Today we have clients checking in to Hearthstone Campground, Bolton Landing, and the State forest. So much fun awaits you. We have kayaks and paddle boards available to rent for just \$45 for a 24 hour rental and we can deliver them in the Lake George area too.

Remember to like our page to see our posts in your news feed. Also visit our website at [www.Adirondacksafari.com](http://www.Adirondacksafari.com).



74 11 17

I have been getting into backpacking more and more, but this looks like so much fun! I think I'm going to keep my eye on [their Facebook page](#) for another last-minute special deal and jump on it!