

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: PARK OPERATIONS & MANAGEMENT (O & M)

DATE: JANUARY 9, 2018

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
HOGAN

COMMITTEE MEMBER ABSENT:

SUPERVISOR: STROUGH

OTHERS PRESENT:

VOTING MEMBER:

ROBERT BLAIS, MAYOR OF THE VILLAGE OF LAKE GEORGE
DAVID HARRINGTON, SUPERINTENDENT OF PUBLIC WORKS,
VILLAGE OF LAKE GEORGE
JEFFERY TENNYSON, SUPERINTENDENT OF THE DEPARTMENT OF PUBLIC
WORKS
KEVIN GERAGHTY, ACTING COUNTY ADMINISTRATOR
MARY ELIZABETH KISSANE, COUNTY ATTORNEY
REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS FRASIER
SOKOL
WILD
GINA MINTZER, EXECUTIVE DIRECTOR OF THE LAKE GEORGE CHAMBER
OF COMMERCE AND CVB
REPRESENTING AMERICADE:
CHRISTIAN DUTCHER, DIRECTOR
NORA TWYMAN, EVENT PRODUCER
FRED AUSTIN, FORT WILLIAM HENRY
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the January 9, 2018 meeting of the Park (O & M) 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/2018/om/>

Mr. Merlino called the meeting of the Park (O & M) Committee to order at 10:31 a.m.

Motion was made by Mr. Dickinson, seconded by Mayor Blais 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 Jeffery Tennyson, Superintendent of the Department of Public Works, who distributed copies of the Park O & M agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Commencing his agenda review with the Information for Discussion/Review section, Mr. Tennyson indicated pages 1-3 of the agenda contained a proposal for ongoing website maintenance from the Lake George Chamber of Commerce and CVB . He offered privilege of the floor over to Gina Mintzer, *Executive Director of the Lake George Chamber of Commerce and CVB*, who distributed copies of the Festival Commons Website & Social Media Report July 2016-December 2017, which she reviewed in detail. She indicated the current contract ended December 31, 2017 and she was interested in renewing the agreement. She mentioned they were also proposing to allocate funds towards

the advertising and promotion of the Charles R. Wood Park in the form of Google Adwords, and posts on Facebook, Twitter and Instagram. Mr. Dickinson questioned who was responsible for doing the work and she replied it was Amanda Metzger, *Marketing Director*. He inquired if the annual \$10,000 contract included social media advertising and she responded affirmatively. She added the Chamber of Commerce and CVB recommended a minimal budget of \$2,800 for seven months of search and monthly event promotion which she said would include facets such as search, display and targeting, mobile and social aspects, and lead generation.

Leisa Grant, *Principal Account Clerk, Tourism Department*, pointed out that this request would have to be brought before the Occupancy Tax Coordination Committee for funding. Mary Elizabeth Kissane, *County Attorney*, counseled that in keeping with the County's Purchasing Policy, before proceeding they would need to solicit three written quotes for this type of service. It was determined that Mr. Merlino would work with the County's Purchasing Department to seek out the three quotes needed and would provide an update on his findings at a future Committee meeting.

Next, Mr. Tennyson indicated there were two bids for the portable stage. Mayor Blais provided a review of the chain of events that lead to the purchase of a portable stage as an update for the new Committee members. He advised State grant funds in the amount of \$200,000 had been obtained for the stage purchase and the Village of Lake George Board had recently approved the expenditure of \$80,000 to fund the balance of the expense. He apprised there would be an intermunicipal agreement between the Village of Lake George and the County for use of the stage. He mentioned the cost of renting the stage was \$1,500 for one day and \$1,000 for the second day. Mr. Geraghty inquired if there would be a fee for the use of the stage at County run events and Mayor Blais replied affirmatively.

A motion was made by Mr. Dickinson, seconded by Mrs. Hogan and carried unanimously to support the purchase of the stage by the Village of Lake George.

Following, Mayor Blais distributed a copy of the monthly status report for the Charles R. Wood Park to the Committee members for their review.

Mayor Blais displayed a new sign that showcased the original Gaslight Village that would be located at the entrance of the Festival Commons at Charles R. Wood Park.

Concluding the agenda review, Mayor Blais spoke regarding Americade and he indicated there were changes that needed to be made. He informed of his conversation with Christian Dutcher, *Director of Americade*, regarding renting the Festival Commons for five days at \$1,500 per day, the Beach Road parking lot for \$1,500 per day and the Westbrook parking lot for \$2,000 per day. He apprised by renting the County owned property Mr. Dutcher would save \$25,000.

Mr. Dutcher explained the reason they had to reduce their overhead was due to the motorcycle industry's lack of sales in light of the fact that motorcycles were not considered to be a necessary vehicle. He mentioned all types of events were suffering because they operated under a different set of economics than they had fifteen years ago. He said that his own office, which had previously consisted of twelve employees, now had only three as he had been forced to cut overhead in order to provide a product that made attending Americade for the week appealing to individuals from far away states such as Texas and Florida.

At Mr. Tennyson's suggestion, Mr. Merlino recommended referring this matter to the Public Works Committee which oversaw the West Brook Parking Lot on behalf of the County. A motion was subsequently made by Mr. Dickinson, seconded by Mayor Blais and carried unanimously, to refer the matter to the Public Works Committee as suggested.

Finally, Ms. Grant presented a request to amend Resolution No. 373 of 2015 to update the fees for events held at the Charles R. Wood Park, as per the attachment included in the agenda packet.

Motion was made by Mr. Dickinson, seconded by Mrs. Hogan and carried unanimously to approve the request as presented and the necessary resolution was authorized for the January 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

As there was no further business to come before the Park Operations & Management Committee, on motion made by Mr. Dickinson and seconded by Mrs. Hogan, Mr. Merlino adjourned the meeting at 11:11 a.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist

