

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: OCTOBER 02, 2018

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
STROUGH
FRASIER
WILD
GERAGHTY
HOGAN
DRISCOLL

COMMITTEE MEMBER ABSENT:

SUPERVISOR DIAMOND

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
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
AMY LAVINE, FIRST ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS BEATY
BRAYMER
MAGOWAN
SOKOL

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:
GINA MINTZER, EXECUTIVE DIRECTOR
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY OF
GLENS FALLS
DOUG MILLER, ADIRONDACK SPORTS COMPLEX
DON LEHMAN, *THE POST STAR*
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the October 2, 2018 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/2018/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 10:32 a.m.

Motion was made by Mrs. Frasier, seconded by Mr. Dickinson and carried unanimously to approve the minutes of the previous Tourism 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 presented the following requests:

- 1) Authorizing an agreement with Walsworth Publishing Company, Inc. in an amount not to exceed \$70,750 to print 125,000 copies of the 2019 Lake George Area (Warren County) Travel Guide over the term commencing October 22, 2018 and terminating December 31, 2018.

Mr. Wild inquired what the cost of each travel guide was and Ms. Conley responded the cost was fifty cents per guide; she added the travel guides were mailed on a request-only basis.

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

- 2) Authorizing attendance at 2019 in-State, out-of-State and Canadian Motorcoach and International Travel Trade Shows/sales blitzes/marketplaces/conferences by Tourism Department personnel for the promotion of Warren County.

Motion was made by Mr. Geraghty, seconded by Mr. Driscoll and carried unanimously to approve the request and the necessary resolution was authorized for the October 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Geraghty inquired how many tours had visited this area and Tanya Brand, *Group Tour Promoter*, replied she did not have that information with her, but said Mr. Geraghty was welcome to stop by her office to review it. Mr. Geraghty then asked if the motorcoach shows were worth the investment and Ms. Brand responded affirmatively, noting she continually reviewed the available shows to determine which were worth attending.

Continuing with the Information for Discussion/Review portion of the agenda, Ms. Conley shared the Smith Trend Report (STR) numbers for supply and demand for the months of July and August which indicated there was 72% occupancy in July and 80.2% occupancy in August.

A lengthy discussion ensued in regards to tracking area occupancy.

Ms. Conley provided an update on the website, indicating the landing page had been updated for the fall season; she demonstrated how to navigate from the Tourism web page to the Recreation Mapper created by the Planning Department. Chairman Conover remarked Ms. Conley had done a nice job incorporating the Recreation Mapper on the Tourism site. Continuing, Ms. Conley informed the Tourism Department had 10,000 Instagram followers and their Facebook page, which promoted local events, had 282,000 followers. She mentioned NYSTIA (*New York State Tourism Industry Association*) would be holding their annual meeting October 18 - 19 using local facilities such as the Six Flags Great Escape Lodge, Downtown Glens Falls, Lake George Shoreline Cruise and Fright Fest at Great Escape.

Privilege of the floor was extended to Ms. Brand who informed as a result of the popularity of haunted attractions, a link to the NYS Haunted History Trail, which included The Sagamore Resort, Fort William Henry Museum, Barkeater Chocolates and the Mystery Spot of Lake George, was added to the Tourism web page. She apprised the TBEX Conference had taken place September 11 - 13 during which five bloggers from around the world had visited Prospect Mountain, Martha's Dandee Creme, the City of Glens Falls and the Queensbury Hotel. Ms. Brand extended her appreciation to Amy Collins, *Tourism & Downtown Business Coordinator, City of Glens Falls*, for her help with facilitating City of Glens Falls Mayor Hall's appearance at this event.

Leisa Grant, *Principal Account Clerk*, provided a review of the Department of Tourism 2019 Budget request, during which she and Ms. Conley answered questions posed by the Committee members.

Mr. Strough commended the Tourism Department on the increased occupancy which he said was a direct result of the Tourism Department's promotion. Mr. Wild suggested the Tourism Department consider use of recycled bags as a promotional item to encourage tourism and support of the proposed plastic bag ban, which led to a brief discussion.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson and seconded by Mr. Geraghty, Mr. Merlino adjourned the meeting at 11:15 a.m.

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