

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 25, 2019

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
STROUGH
FRASIER
WILD
HOGAN
DRISCOLL

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: DICKINSON
GERAGHTY
DIAMOND

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
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 BRAYMER
LEGGETT
LOEB
MAGOWAN
SIMPSON
SOKOL

MICHAEL SWAN, COUNTY TREASURER

AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY
OF GLENS FALLS

FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION

REPRESENTING THE ADIRONDACK CIVIC CENTER COALITION:

ELIZABETH MAHONEY, BOARD MEMBER
JEFF MEAD, GLENS FALLS CIVIC CENTER GENERAL MANAGER
TYLER HERRICK, GENERAL MANAGER, QUEENSBURY HOTEL
FRED AUSTIN, FORT WILLIAM HENRY
DON LEHMAN, *THE POST STAR*
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

Please note, the following contains a summarization of the January 25, 2019 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/2019/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 12:32 p.m.

Motion was made by Mrs. Frasier, seconded by Mr. Driscoll 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 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 a request to authorize continuation of the contractual relationship with Adirondack Regional Tourism Council, Inc., for regional marketing services. She indicated they applied for matching funds yearly and a portion of the funds were distributed to the Tourism Department and the rest

was distributed to the Adirondack Regional Tourism Council. She advised they had a website and complete marketing plan.

Motion was made by Mrs. Frasier, seconded by Mr. Strough and carried unanimously to approve the request as presented and the necessary resolution was authorized for the February 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Conley explained Tanya Brand, *Group Tour Promoter*, was currently attending the American Bus Association Conference along with many Warren County partners and stakeholders and she would present next month.

Regarding the Smith Trend Report, Ms. Conley reported they were up for the months of October and November and slightly down in December, advising for the year to date they were up 3.9% which equaled 38,185 rooms. She indicated in 2007 and 2008 there were 1,020,000 rooms rented, adding 2018 surpassed that. She said sales tax and occupancy tax collections were up and they would also be addressing short-term rentals by subscribing to a report from a company called AlltheRooms Inc. that provided supply, demand and average daily rate that would be factored together with the hotel report.

Privilege of the floor was extended to Paul Tackett, *Assistant Tourism Coordinator*, who presented a Powerpoint Presentation entitled "Tourism Committee Meeting January 25, 2019", which Ms. Conley reviewed in detail and answered questions posed by the Committee. *A copy of the presentation is on file with the meeting minutes.*

Mr. Leggett exited the meeting at 12:46 p.m.

During the powerpoint presentation short videos were played for the Committee.

Mr. Wild inquired if they have done an independent report of ROI (*Return on Investment*) for the Tourism Department and Ms. Conley replied the most recent one was the BBG&G report. Mr. Wild voiced his frustration that there was little control or oversight with the funds that were provided to the Tourism Department.

Frank Dittrich, *Warren County Lodging Association*, informed the Lake George Chamber of Commerce and CVB had a tool that could measure the ROI per event, but it was not 100% accurate. He apprised the value was that it provided a consistent set of metrics to look at which could be tested. Ms. Conley mentioned her Department provided numbers for events the County funded and Gina Mintzer, *Executive Director, Lake George Chamber of Commerce*, provided figures for the CVB events. Mr. Wild notified he was interested in seeking out an independent view contractor to review the numbers.

Fred Austin, *Fort William Henry*, commented in the past the Regional Planning Board provided ROI's for the County. Ms. Conley reported there was a company in Plattsburg, New York that she looked into for a survey services, indicating she did not have to funds in her budget to obtain the service. She indicated they would look into them next year.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough and seconded by Mrs. Frasier, Mr. Merlino adjourned the meeting at 12:57 p.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board
As transcribed by Molly Ganotes-Gleason, Legislative Office Specialist