

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM**

**DATE: FEBRUARY 22, 2019**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DICKINSON  
STROUGH  
FRASIER  
WILD  
DIAMOND  
HOGAN  
DRISCOLL

**COMMITTEE MEMBER ABSENT:**

SUPERVISOR: GERAGHTY

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR

REPRESENTING AD WORKSHOP:

TIMOTHY KELLEHER, PRESIDENT  
SHELLY CIHAN, DIRECTOR OF SEARCH MARKETING  
KRISTY MIHILL, SR. MEDIA PLANNER/BUYER  
AMANDA BURGIO, ACCOUNT EXECUTIVE

RYAN MOORE, COUNTY ADMINISTRATOR

MARY ELIZABETH KISSANE, COUNTY ATTORNEY

AMANDA ALLEN, CLERK OF THE BOARD

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS MAGOWAN  
SIMPSON  
SOKOL

GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF  
COMMERCE & CVB

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

THOM RANDALL, *ADIRONDACK JOURNAL*

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES*

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*Please note, the following contains a summarization of the February 22, 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/comm/Archive/2019/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 10:16 a.m.

Motion was made by Mrs. Frasier, seconded by Mr. Wild 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 amend the County Credit Card Policy to allow the addition of a credit card to be used exclusively by the Tourism Department. She explained the credit card would be held and administered by the Clerk of the Board of Supervisors, in keeping with the procedures of the current Credit Card Policy. Mr. Merlino noted the County Administrator would present a formal request to amend the Warren County Credit Card Policy to the Support Services Committee for approval at their next meeting, as well, and this request was for conceptual approval by the Tourism Committee.

Mrs. Hogan entered the meeting at 10:19 a.m.

Motion was made by Mrs. Frasier, seconded by Mr. Dickinson and carried unanimously to grant conceptual approval

of the request to amend the Warren County Credit Card Policy as noted.

Moving on, Ms. Conley introduced the following representatives of Ad Workshop who were in attendance to provide an update on the services they provided for Warren County: Timothy Kelleher, *President*; Shelly Cihan, *Director of Search Marketing*; Kristy Mihill, *Sr. Media Planner/Buyer*; and Amanda Burgio, *Account Executive*. Ms. Conley explained that Ad Workshop was the company that the County was contracted with to manage paid media, SEO (*Search Engine Optimization*) and configuration services for the Lake George Area website. Privilege of the floor was extended to the Ad Workshop representatives who proceeded with a detailed review of a presentation entitled "Visit the Lake George Area", during which questions posed by the Committee and other attendees were answered. *A copy of the presentation is on file with the minutes.*

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson and seconded by Mrs. Frasier, Mr. Merlino adjourned the meeting at 11:06 a.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist