

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JUNE 04, 2019

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
STROUGH
FRASIER
WILD
GERAGHTY
DIAMOND
HOGAN
DRISCOLL

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
RYAN DICKEY, SECOND ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS BEATY
BRAYMER
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
MICHAEL SWAN, COUNTY TREASURER
DON LEHMAN, *THE POST STAR*
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

**SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES*

Please note, the following contains a summarization of the June 4, 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 10:00 a.m.

Motion was made by Mr. Driscoll, seconded by Mr. Geraghty 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 apprised there were no Action Agenda Items, only Items for Discussion. She began with an update on travel, advising that she and Tanya Brand, *Group Tour Promoter*, had attended the New York State Tourism Conference in Buffalo, New York, last month and Ms. Brand attended the New York by Rails show at Penn Station.

Mr. Dickinson entered the meeting at 10:07 a.m.

Next, Ms. Conley provided the Smith Trend Report (*STR*) update and mentioned she had received a report from All The Rooms as well. She presented the most recent micro video advertisement for shopping in the outlets and spoke about the current advertising taking place with the I Love New York and Visit Adirondacks programs. Ms. Conley mentioned she was notified that the Google search for Americade was pulling up the Tourism website at the top of the list. She said she and Mr. Tackett had attended Adirondacks Day at the Legislative Office Building in Albany, promoting the activities in the Adirondacks.

A lengthy discussion ensued in regards to measuring the effectiveness of each advertising campaign and increasing occupancy tax revenue.

Privilege of the floor was extended to John Carr, *representing Adirondack Brewery*, who stated the number of tourists was not increasing, but rather the room rates, wages and gas prices had increased

which in effect increased the sales tax, making it appear as though the number of tourists were increasing. He suggested having one of the local colleges collect data through a survey from tourists in Lake George, Glens Falls and other towns to obtain the information that was lacking.

Mr. Wild noted he had prepared a presentation on occupancy tax revenues and he requested the opportunity to present this at a future meeting of either the Tourism or Occupancy Tax Committee.

Mrs. Frasier commended the Tourism Department on a job well done with changes that were made over the last six years.

Frank Dittrich, *representing Warren County Lodging Association*, stated he believed there was a misconception that lodging community was upset with the Tourism Department and the work they were doing, but this was not the case. He requested that the Tourism Department collaborate with the hoteliers, as they were the ones who knew the business first hand and were willing to provide their input.

David Kenny, *representing Marriott Courtyard*, noted that occupancy tax revenue was rising, and he would like to know why. He voiced his concern that occupancy tax was rising because the smaller businesses were closing.

As there was no further business to come before the Tourism Committee, on motion made by Mrs. Frasier and seconded by Mr. Strough, Mr. Merlino adjourned the meeting at 11:01 a.m.

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