

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: AUGUST 28, 2019

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COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO  
DICKINSON  
STROUGH  
FRASIER  
WILD  
GERAGHTY  
HOGAN  
DRISCOLL

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
TANYA BRAND, GROUP TOUR PROMOTER  
RYAN MOORE, COUNTY ADMINISTRATOR  
RYAN DICKEY, SECOND ASSISTANT COUNTY ATTORNEY  
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER

COMMITTEE MEMBER ABSENT:

SUPERVISOR DIAMOND

SUPERVISORS LEGGETT

SOKOL

MIKE COLVIN, DIRECTOR, INFORMATION TECHNOLOGY

REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:

GINA MINTZER, EXECUTIVE DIRECTOR  
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

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*Please note, the following contains a summarization of the August 28, 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 12:07 p.m.

Motion was made by Mrs. Frasier, 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 presented the following requests:

- 1) To authorize an agreement with Walsworth Publishing Company, Inc. in an amount not to exceed \$69,062 to print the 125,000 copies of the 2020 Lake George Area (Warren County) Travel Guide over the term commencing September 23, 2019 and terminating December 31, 2019.

Motion was made by Mr. Strough, seconded by Mr. Driscoll and carried unanimously to approve the request and the necessary resolution was authorized for the September 20<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- 2) To authorize attendance at 2020 in-State, out-of-State and Canadian Motorcoach and International Travel Trade Shows/sales blitzes, marketplaces and conferences, as well as the 2021 American Bus Association show by Tourism Department personnel for the promotion of Warren County.

A motion was made by Mrs. Frasier and seconded by Mr. Wild to approve the request.

A brief discussion ensued in regards to bus trip data, metrics and the possibility of purchasing software to obtain that information, during which Tanya Brand, *Group Tour Promoter*, indicated she would prepare information regarding software program which would provide such information for

presentation at a future Committee meeting.

Upon further discussion, Mrs. Frasier amended her motion, and Mr. Wild his second, to include approval to purchase software that would provide the desired metrics; Mr. Merlino called the question and the motion was carried unanimously. The necessary resolution regarding in-state/out-of-State travel by Tourism Department personnel was authorized for presentation at the September 20<sup>th</sup> Board meeting; *a copy of the resolution request form is on file with the meeting minutes.* Additionally, Tourism staff were authorized to proceed with the purchase of software intended to provide bus trip data; *no resolution is required for this action.*

Mr. Dickinson entered the meeting at 12:15 p.m.

- 3) To amend the Table of Organization and Salary Schedule to create and fill the new position of Communications Assistant-Tourism, *Grade 9, Base Annual Salary \$36,214*, and delete the position of Senior Tourism Specialist, *Grade 6, Base Annual Salary \$31,824*, effective September 23, 2019.

Motion was made by Mr. Driscoll, seconded by Mr. Strough and carried unanimously to approve the request and forward same to the Personnel & Higher Education Committee. *A copy of the Notice of Intent to Fill Vacant Position form and resolution request forms are on file with the minutes.*

- 4) To authorize the purchase of a NAS (*Network Attached Storage*) device used to store high definition video and high resolution images.

Mike Colvin, *Director, Information Technology (IT)*, explained the IT Department had a storage device that was recently upgraded which the Tourism Department's information consumed a large portion of. He explained the videos the Tourism Department sought to add would take up an extreme amount of space, requiring the IT Department to expand their storage, or for the Tourism Department to purchase their own storage device.

A brief discussion ensued, following which a motion was made by Mr. Geraghty, seconded by Mrs. Frasier and carried unanimously to approve the request.

Next, Ms. Conley and Ms. Brand presented a PowerPoint Presentation entitled "Tourism Committee Meeting August 28, 2019" which was reviewed in detail. *A copy of the presentation is on file with the minutes.*

Mr. Driscoll exited the meeting at 12:45 p.m. and Mr. Strough exited the meeting at 12:46 p.m.

Ms. Conley apprised she had spoken with a representative from Smith Trend Reports, who indicated there was an opportunity to hire a speaker to address the community, review property levels and give a projection, as well as explain how to interpret reports and she was in the process of arranging this for October. In closing, Ms. Conley noted a representative from Lakes to Locks had been scheduled to attend and speak at the meeting, but they had subsequently cancelled.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Wild and seconded by Mr. Geraghty, Mr. Merlino adjourned the meeting at 12:52 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist  
*Transcribed by Leslie Lovelace, Secretary to the Clerk of the Board*