



**Tourism Committee
Warren County Tourism Department
AGENDA
August 28, 2019**

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
M. Wild
K. Geraghty
J. Diamond
A. Hogan
B. Driscoll

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- I. Committee meeting called to order by Chairman Merlino.
 - II. Motion to approve minutes of June 4, 2019 Tourism Committee Meeting.
 - III. Action Items
 - a. Request to authorize an agreement with Walsworth Publishing Company, Inc. to print the 2020 Lake George Area (Warren County) Travel Guide.
Rationale: Walsworth Publishing submitted the lowest responsible bid.
Attachment #1
 - b. Request to authorize attendance at 2020 in-state, out-of-state and Canadian Motorcoach and International Travel Trade shows/blitzes/marketplaces/conferences by Tourism Department personnel.
Rationale: The Tourism Department represents and promotes Warren County and its stakeholders at Motorcoach and International Travel Trade shows.
Attachment #2
 - c. Request to create a new position
Rationale: Employee retiring. Request to delete Senior Tourism Specialist and create Communications Assistant position. New position will still be responsible for clerical duties of Tourism Specialist but will meet the changing needs of the department.
Attachment #3
 - d. Request purchase NAS (Network Attached Storage) device to store high definition video and high resolution images.
Rationale: While the County IT Department can handle current storage needs, the ever increasing size of video and image files could negatively affect the County system. A separate NAS device would provide high speed access for Tourism Department data while preserving the functionality of the county system.
Attachment #4

Items for Discussion/Review

- a. Tourism Department Updates – Joanne Conley
 - b. Motorcoach/International Updates – Tanya Brand
 - c. Lakes to Locks: Lake George Blueway Trail – Janet Kennedy/Tracey Clothier
- IV. Privilege of the Floor to discuss any additional items to come before Committee.
- V. Motion to adjourn.

Attachments

- #1 Resolution Request - Authorize an agreement with Walsworth Publishing Company, Inc.
- #2 Resolution Request - Authorize attendance at 2020 Motorcoach and International Travel Trade shows.
- #3 Resolution Request - Request to create a new position
- #4 Resolution Request – Request to purchase Network Attached Storage

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 8/28/19

- (a) Is this a Result of a Bid or Request for Proposal? Yes
- (b) Purpose of Contract: to print 125,000 copies (104 Pages + cover) of 2020 Warren County Travel Guide
- (c) Name of Contractor: Walsworth Publishing Company, Inc.
- (d) Address of Contractor: 306 N. Kansas Avenue Marceline, MO 64658
- (e) Contractor's Contact Person and Telephone Number:
Bryan Atterbury 660-376-3543 x 3490
- (f) Has or will the Contract be provided, if so, please attach: no
- (g) Commencement Date of Contract: 9/23/19
- (h) Termination Date of Contract: 12/31/19
- (i) Payment Provisions:
 - i) lump sum amount \$69,062.00
 - ii) hourly rate amount
 - iii) total amount not to exceed \$69,062.00
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. upon completion of project
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417.0001 470, Contract \$69,062.00

Sample: A.1010 470 Legislative Board – Contract Sxx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations Sxx.xx

*as listed in budget and LOGOS

NAME AND ADDRESS OF BIDDERS

BID NO: WC 50-19 ITEM(S): 2020 WARREN COUNTY TRAVEL GUIDE PRINTING DATE: AUGUST 13, 2019 TIME: 3:00 P.M.	Walsworth Publishing Company, Inc. Attn: Bryan Atterbury 306 N. Kansas Avenue Marceline, MO 64658 Ph: 660-376-3543 x3490 Fax: 660-258-2141	Freeport Press Attn: Kevin Crandall 2127 Reiser Ave SE New Philadelphia, OH 44663 Ph: 607-316-6832 Fax: 740-658-3963
DESCRIPTION OF ITEM	BID PRICE	BID PRICE
AWARDED TO:		
JULIE A. BUTLER, PURCHASING AGENT		
100,000 COPIES FOR ALL 104-PAGES +COVER	\$58,813.00	\$66,635.00
125,000 COPIES FOR ALL 104-PAGES +COVER	\$69,062.00	\$81,465.00
150,000 COPIES FOR ALL 104-PAGES +COVER	\$79,700.00	\$94,075.00
TERM: THROUGH 12/16/19		RESOLUTION NO. Xxx OF 2019

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

**Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.*

DEPARTMENT NAME: TOURISM

DATE: 8/28/19

(a) Purpose of Request:

Continue to authorize attendance at 2020 in-state, out-of-state, and Canadian Motorcoach and International Travel Trade Shows/sales blitzes/marketplaces/conferences by Tourism Department personnel.

(b) Details:

(c) Previous Resolution Number:

Resolution 412 of 2018

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

A.6417.0001 444 - Travel/Education/Conference \$9,000

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

VISIT THE
Lake George Area
 IN NEW YORK'S ADIRONDACKS

Warren County Tourism Department
 2020/21 Group Tour/Travel Trade
 Show Schedule

Group Travel Leads are provided free of charge from the following shows:

<u>LOCATION</u>	<u>ASSOCIATION</u>	<u>DATES</u>	<u>Market</u>
Omaha, NE	American Bus Association	Jan 10-14	D
Baltimore, MD	American Bus Association 2021	Jan 29-Feb 2	D
Las Vegas, NV	International Pow Wow	May 30-June 4	I
New York City	RTO Summit East	April 15-16	I
Trois Rivieres, CANADA	Bien Venue Quebec	Oct 26-28	I
Reno, NV	National Tour Association	Nov 8-11	D

*All 2020 Tour Operator Appointment-based formats

*D=Domestic I=International

RESOLUTION REQUEST FORM NO. 11

Request to Create New Position

DEPARTMENT NAME: Tourism Department

DATE: August 28, 2019

- (a) Title of Requested Position: **Communications Assistant - Tourism**
- (b) Annual Base Salary (and Grade if Applicable): **\$36,214 / Grade 9**
- (c) Effective Date for New Position:* **September 20, 2019**
*Please do not backdate unless the purpose is to correct an error.
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request: (Include annual salary and grade if applicable):
Senior Tourism Specialist, Grade 6, \$31,824
- (e) Where are Funds in the Budget for this Position? List Budget Code, Object Code, Full Title and Amount:
Salaries Regular Tourism A.6417.0001.110
- (f) Has Personnel Officer Reviewed and Approved of the New Position Title? (This is necessary **BEFORE** bringing the request to committees.)
Yes
- (g) Is this a mandated position? If so, please explain:
No
- (h) Is there expected revenue from this position? If so, please explain:
No

COMMUNICATIONS ASSISTANT - TOURISM

DISTINGUISHING FEATURES OF THE CLASS: The incumbent in this class assists senior department personnel in planning, photographing, writing, and disseminating materials designed to highlight tourism assets within Warren County. Duties include the creation of print ads, e-blasts, website updating, marketing collateral, photo/video shoots, content creation and social media management. Additionally, the incumbent is expected to attend local events, attractions and venues, as well as visit local businesses and develop a good rapport with local business people and media. The position requires imagination and a flair for writing and visual presentation of informational material. The work is performed under the general supervision of a higher level supervisor, with leeway allowed in carrying out the details of the work. The incumbent performs related work as required.

EXAMPLES OF WORK: (Illustrative only)

- Creates content for blog stories, print collateral, e-blasts, social media, and advertisements;
- Uses computer, digital camera and relevant software to produce blog stories, print collateral, e-blasts, social media stories, and advertisements;
- Gathers information from a variety of sources to use as material for publication;
- Attends, photographs, represents Tourism Department at local events, attractions, recreational venues and businesses;
- Maintains working relationship with local businesses and media;
- May assist in illustrating maps, charts, graphs and other departmental reports and presentations;
- May crop, size and retouch photographs for departmental use;
- Catalogs and maintains Tourism Department photo library;
- Proofreads written material for publication;
- May assist the Creative Director with developing artistic graphics and narrative information for publications;
- Performs assigned day-to-day office administrative tasks which may include answering telephones, preparing mail, maintaining database, greeting the public and other clerical duties;
- May travel to consumer shows or marketplaces, including weekend and multi-day trips;
- Performs a variety of related work as required

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the principles, terminology and techniques of preparing, producing and disseminating information to the various media; good knowledge of computer applications including existing and emerging technologies and digital camera capabilities; working knowledge of the geographic attractions and activities of Warren County; strong written and verbal communication skills; strong interpersonal skills; ability to formulate and present a wide variety of written and multi-media materials; ability to translate ideas into finished content piece; ability to follow oral and written directions; ability to multi-task, prioritize and manage time efficiently; ability to get along well with others; ability to plan and organize; ability to work flexible hours; initiative; resourcefulness; tact; courtesy; good judgment; physical condition commensurate with job duties.

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an *existing* funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a *new* position. For complete instructions on the procedure to be followed, see the reverse of this form.

DEPARTMENT HEAD COMPLETES THIS SECTION

Department: Tourism Department Payroll Dept. No: 5303
Title of Position: Communications Assistant Base Salary of Position: \$36,214 Grade: 9
Filling at Step # (If Known): _____
Budget code and title: Salaries Regular Tourism A.6417.0001.110 Union Non-Union
This position is vacated due to: Retirement Resignation Termination Promotion Other
Employee No./Last Name: 10681/Himmelblau Date of Vacancy: August 29, 2019
Is this position mandated? Yes No Is the position reimbursable? Yes No
Source of reimbursement: Federal _____% State _____% Other _____%

CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

Competitive-active eligible list Competitive-no list (*hiring would be provisional*) Non-Competitive Other _____
Actual Impact to Budget Report will be provided monthly by Human Resources Director.
Candidate's qualifications must be approved by Personnel Officer prior to hiring: 8/26/19
Human Resources Director has approved this form when initialed. 8/27/19

COUNTY ADMINISTRATOR COMPLETES THIS SECTION

- The Administrator has no objection to the filling of the vacancy.
 The Administrator objects to the filling of the vacancy.

Administrator Signature

Date

8/27/19

BUDGET OFFICER COMPLETES THIS SECTION

- The Budget Officer has no objection to the filling of the vacancy.
 The Budget Officer objects to the filling of the vacancy.

Budget Officer Signature

Date

Frank E. Thomas
8/28/19

SUPERVISORY COMMITTEE COMPLETES THIS SECTION

Name of Committee

Townson

- The committee has no objection to the filling of the vacancy.
 The committee objects to the filling of the vacancy.
 In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.
 In the case of an emergency, Committee Chair objects to the filling of the vacancy.

Ranking Committee Member Signature

Date

Coryn J. Miller
8/28/19