

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: OCTOBER 1, 2019

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
 DICKINSON
 STROUGH
 WILD
 GERAGHTY
 DIAMOND
 HOGAN
 DRISCOLL

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
 JOANNE CONLEY, DIRECTOR
 LEISA GRANT, PRINCIPAL ACCOUNT CLERK
 PAUL TACKETT, ASSISTANT TOURISM COORDINATOR
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
RYAN DICKEY 2ND ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS BRAYMER
 MAGOWAN
 SIMPSON
 SOKOL
MICHAEL SWAN, COUNTY TREASURER
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE AND CVB
 GINA MINTZER, EXECUTIVE DIRECTOR
 KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES
 DIRECTOR
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR,
 CITY OF GLENS FALLS
FRED AUSTIN, FORT WILLIAM HENRY
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

COMMITTEE MEMBER ABSENT:

SUPERVISOR: FRASIER

Please note, the following contains a summarization of the October 1, 2018 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 11:47 a.m.

Motion was made by Mr. Strough, seconded by Mr. Dickinson 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 for a new contract with Working Pictures, Inc. for the creation and production of television commercials and photography assets, in an amount not to exceed \$108,835, for a term commencing January 1, 2020 and terminating December 31, 2020, with the option of three possible one-year extensions. She indicated they had worked with Working Pictures, Inc. for four years, reporting they were the only response to the RFP (*Request for Proposal*). She informed the price had increased since four years prior, but they were happy with their work. She indicated they provided the summer and fall videos, along with micro videos, informing if she had to reduce her budget they would do up to four micro videos. Mr. Dickinson inquired how much the increase was and Ms. Conley replied \$30,000. He then asked what their budget was last year and Ms. Conley

answered \$75,000 for four years. Mr. Dickinson apprised the quality of the product Working Pictures, Inc. provided was phenomenal. Mr. Wild inquired what was different about the RFP that only brought in one response and Ms. Conley replied it was same RFP used four years prior, with the addition of using an adventure camera which was more versatile.

Motion was made by Mr. Dickinson, seconded by Mr. Wild and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the October 18, 2019 Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Concluding her agenda review, Ms. Conley reviewed her 2020 Budget request and she answered questions posed by the Committee.

Ms. Conley spoke of a future discussion about cross promoting with Washington County where Warren County would market Washington County events. She indicated rooms would be booked in Warren County for a Washington County event because there were not enough rooms available in Washington County. Gina Mintzer, *Executive Director, Lake George Chamber of Commerce and CVB*, questioned if she could look into All the Rooms or Air B&B to determine what rooms were available in Washington County to be prepared if the question was asked.

Amy Collins, *Tourism & Downtown Business Coordinator, City of Glens Falls*, inquired if there was a way that Working Pictures, Inc. could archive their pictures so there could be a cache of updated pictures available to all municipalities; she remarked a picture told a story. Ms. Conley replied the individual they planned to hire would have photography skills for that reason. She indicated they had an increase of digital storage space to archive photos and videos.

Ms. Conley clarified that the minutes from last month stated the purchase of Tour Tracker Pro was referred to as a software program, but this was actually a one time report.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough and seconded by Mr. Geraghty, Mr. Merlino adjourned the meeting at 12:15 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist