

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: NOVEMBER 19, 2019

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS MERLINO  
STROUGH  
FRASIER  
WILD  
GERAGHTY  
DIAMOND  
DRISCOLL

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
RYAN MOORE, COUNTY ADMINISTRATOR  
MARY ELIZABETH KISSANE, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER

**COMMITTEE MEMBERS ABSENT:**

SUPERVISORS DICKINSON  
HOGAN

SUPERVISORS BEATY

LOEB  
MAGOWAN  
SOKOL

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
THOM RANDALL, *ADIRONDACK JOURNAL*  
DON LEHMAN, *THE POST STAR*  
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*\*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES*

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*Please note, the following contains a summarization of the November 19, 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 10:26 a.m.

Motion was made by Mr. Geraghty, seconded by Mrs. Frasier 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 a request to amend an agreement with Smith Travel Research (STR) to change the contract amount from \$4,702.50 to \$7,500 in order to include a presentation given by an STR employee on October 10, 2019 at a cost of \$2,750.

Motion was made by Mr. Geraghty, seconded by Mr. Strough and carried unanimously to approve the request and the necessary resolution was authorized for the December 20<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes. Note: subsequent to the meeting it was determined by the County Attorney that the proper action needed was to authorize a one-time payment to Smith Travel Research in the amount of \$2,750; the approved resolution was written to reflect this intent.*

Regarding the winter advertising campaign, Ms. Conley noted both the winter homepage and winter landing page, which was new last year and included digital ads and events, was in the process of being activated. She apprised the factory outlet shopping video was currently airing and the winter digital campaign would begin on December 1<sup>st</sup>; she added that beginning in mid-December and extending through January, an ice-bar themed micro-video would air, which she provided a preview of. Ms. Conley indicated they were in the final stages of producing the 2020 Travel Guide and may be able to present that at the December 20<sup>th</sup> Board meeting.

Mr. Wild stated the STR presentation was informative and said he had asked the presenter if she had metrics to help the County compare to other similar destinations; he inquired if Ms. Conley had

received any information on his request and Ms. Conley replied in the negative. Ms. Conley said she understood this request to be that the STR presenter would look into this if they had time, otherwise there would be a fee involved for the information. Mr. Wild requested Ms. Conley inquire in regards to the cost involved with this work.

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,  
Leslie Lovelace, Secretary to the Clerk of the Board