



**Tourism and Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
January 19, 2021**

Committee Members: GERAGHTY, Merlino, Braymer, Wild, Hogan, Beaty, Strough

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- I. Committee meeting called to order by Chairman Geraghty
- II.
  - a. Motion to approve minutes of October 26, 2020 Tourism Committee Meeting.
  - b. Motion to approve the minutes of the December 14, 2020 Occupancy Tax Coordination Committee.
- III. Discussion Items:
  - a. Lake George Winterfest
- V. Referrals/Pending Items: None.
- VI. Privilege of the floor and public comment  
(please allow for 15-second delay on live stream meetings).
- VII. Motion to adjourn

NEWS RELEASE  
- FOR IMMEDIATE RELEASE -

**Media Contact:** Publicist Kate Austin-Avon of Advokate, [kate@advokate.net](mailto:kate@advokate.net), (518) 353-2121

Lake George Area Winterfest Wristbands on Sale Now

**LAKE GEORGE** — Wristbands are on sale now at [www.lakegeorgewinterfest.com](http://www.lakegeorgewinterfest.com) for Lake George's newest event, Winterfest, planned for the four weekends of February, welcoming visitors to enjoy socially-distanced safe outdoor events such as cross-country skiing, snowmobiling, winter "fat tire" mountain biking, axe throwing, dog sled rides and more while they dine and relax in the Lake George area.

A wristband is just \$30 and with it comes your choice of adventure, plus access to horse-drawn carriage rides around Lake George, hot cocoa stations, 15% off your hotel stay and 10% off at many participating restaurants, which are all listed on the website. Many of the restaurants offer takeout and delivery options. Children's wristbands are just \$15.

Your wristband is valid to enjoy these perks every weekend in February, from Thursday through Sunday. The activity must be chosen at the time you reserve, however.

There is also a new public ice skating rink adjacent to the Shepard Park Beach, and Winterfest ice sculptures will be on display at several key locations in the area, including the Hyde Museum and Fort William Henry. To stay on top of developments and learn more about the unique plans unfolding for Winterfest, sign up for the email list at [www.lakegeorgewinterfest.com](http://www.lakegeorgewinterfest.com).

"WinterFest is designed with safety being top of mind," says Americade organizer Christian Dutcher, who is heading up the event. "In addition to providing unique experiences that will provide lasting memories and excellent photo ops, these are all healthy, outdoor activities with social distancing in place. Meanwhile, we are keeping a watchful eye on public safety and are poised to respond and change events should the need arise." Mr. Dutcher said.

WinterFest is funded by Warren County and supported by the Warren County Board of Supervisors, the Town and Village of Lake George, Lake George Regional Chamber of Commerce, and major hoteliers and restaurateurs.

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Interviews are available with Christian Dutcher.