

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: AUGUST 24, 2021

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: GERAGHTY
BRAYMER
WILD
HOGAN
BEATY
STROUGH

COMMITTEE MEMBER ABSENT:

SUPERVISOR: MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR
RACHEL E. SEEBER, CHAIRWOMAN OF THE BOARD
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD

ROBERT TERWILLIGER, ACTING COUNTY ATTORNEY
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS LEGGETT

MAGOWAN

TIM MCNULTY, TOWN OF QUEENSBURY WARD 4 COUNCILMAN

REPRESENTING THE SPECIAL OLYMPICS:

BILL COLLINS, DIRECTOR OF TRAINING & COMPETITION
STACY EDER, STATEWIDE DIRECTOR OF COMMUNITY ENGAGEMENT
& EVENTS
RENEE SNYDER, VICE PRESIDENT OF DEVELOPMENT AND PUBLIC
AWARENESS
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY
OF GLENS FALLS
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the August 24, 2021 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <https://warrencountyny.gov/mma>

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:21 a.m.

Motion was made by Ms. Hogan, seconded by Mr. Beaty and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed to those in attendance; *a copy of the agenda is on file with the meeting minutes.*

The Committee began with a review of the Action Agenda/New Business Items which included the following requests:

- a. To authorize an agreement with Walsworth Publishing Company, Inc. in an amount not to exceed \$78,375 to print 125,000 copies of the 2022 Warren County Travel Guide over the term commencing September 20, 2021 and terminating December 31, 2021.

Motion was made by Mr. Beaty, seconded by Mr. Wild and carried unanimously to approve the request and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To authorize out-of-State travel for Tanya Brand to attend the 2022 American Bus Association (ABA) Marketplace on January 8 - 11, 2022 in Grapevine, Texas.

Motion was made by Mr. Beaty, seconded by Mr. Strough and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes. (Note: Subsequent to the meeting it was determined that as per the current Travel, Education and Vehicle Use Policy authorized by Resolution No. 146 of 2021, a resolution was not required to authorize this travel).*

- c. To authorize a new contract with Granicus to locate all short-term rentals in Warren County in an amount not to exceed \$35,000 for a term commencing September 20, 2021 and terminating September 20, 2022.

A discussion ensued during which it was mentioned that an appropriation from the Occupancy Tax Reserve would be needed to support the cost of the Granicus contract.

Motion was made by Mr. Beaty, seconded by Mr. Strough and carried unanimously to approve the request as outlined above, as well as to authorize the appropriation of funds in the amount of \$35,000 from the Occupancy Tax Reserve to the Tourism budget; the necessary resolution was authorized for the September 17th Board meeting and the budget amendment was referred to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Continuing to the Discussion Items portion of the agenda, the following items were discussed:

- a. Treasurer's Report.
- b. Review Special Event Funding Application - Special Olympics with input from Bill Collins, *Director of Training & Competition, Special Olympics*, and Stacy Eder, *Statewide Director of Community Engagement & Events, Special Olympics*.

Motion was made by Mr. Beaty, seconded by Ms. Braymer and carried unanimously to authorize an agreement with Special Olympics New York for the disbursement of \$50,000 for the year 2021 in occupancy tax funding for the Fall Games events and up to \$50,000 for the years 2022 and 2023 and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

A question was raised with regard to funding for the Special Olympics New York Fall Games 2021, following which a motion was made by Ms. Braymer, seconded by Mr. Beaty and carried unanimously to appropriate funds in the amount of \$50,000 from Budget Code A.881.00, *Reserve, Occupancy Tax*, to Budget Code A.6417.0002 480, *Tourism - Special Events*, to provide funding for the Special Olympics of New York Fall Games in 2021 and refer same to the Finance Committee.

- c. Review Municipal Supplemental Funding:
 - i. Evaluation Strategy, Grading Criteria and Scoring Sheet

ii. Application

Following a review of the documents listed above, copies of which were included in the agenda packet, a motion was made by Ms. Hogan, seconded by Mr. Beaty and carried unanimously to adopt the Municipal Supplemental Funding Evaluation Strategy, Grading Criteria and Scoring Sheet and Application and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the Evaluation Strategy, Grading Criteria and Scoring Sheet and Application are on file with the minutes.*

The agenda review concluded with the Referrals/Pending Items portion of the agenda, as follows:

- 1) Discussion to continue regarding the Municipal County-wide funding application, evaluation criteria, after action reports/follow-up and best practices guidelines. This item was reviewed and forms approved earlier in the meeting - this item to be removed from the Referral/Pending Items List.
- 2) County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee for review. It was noted this item would be discussed by the Committee next month after the members had an opportunity for further review.
- 3) Granicus Short-Term Rental Compliance to be discussed at a future Committee meeting to allow the County Treasurer to provide input on the subject. Granicus contract was approved earlier in the meeting - this item to be removed from the Referral/Pending Items List.
- 4) The Committee decided to review the event funding agreement, as well as the contract for use of the Charles R. Wood Park by Ice Castle, LLC at the next Committee meeting with regard to the request to consider the allowance of a multi-year agreement. It was the consensus of the Committee to leave the current contract in place and not extend it further than three years as per discussions held at the prior Committee meeting - this item to be removed from the Referral/Pending Items List.
- 5) *Not included on the agenda* A review of the request for proposal (RFP) for competitor data. It was noted that an RFP had been done for this and that the respondents would be interviewed so a review could take place in September.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Beaty, seconded by Mr. Strough and carried unanimously, Mr. Geraghty adjourned the meeting at 12:10 p.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board