

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: SEPTEMBER 21, 2021**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: GERAGHTY  
MERLINO  
BRAYMER  
WILD  
HOGAN  
BEATY  
STROUGH

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR  
MICHAEL R. SWAN, COUNTY TREASURER  
JEFFERY MEAD, COOL INSURING ARENA MANAGER  
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL  
CHAMBER OF COMMERCE & CVB  
LETIZIA MASTRANTONI, EVENTS TO A T  
RACHEL E. SEEBER, CHAIRWOMAN OF THE BOARD  
RYAN MOORE, COUNTY ADMINISTRATOR  
AMANDA ALLEN, CLERK OF THE BOARD  
ROBERT TERWILLIGER, ACTING COUNTY ATTORNEY  
FRANK E. THOMAS, BUDGET OFFICER  
SUPERVISORS DIAMOND  
LEGETT  
MAGOWAN  
SMITH  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY  
OF GLENS FALLS  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST  
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

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*Please note, the following contains a summarization of the September 21, 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>*

***Note: As per Legislation (S.5001/A.4001): “Article 7 of the Public Officers Law, to the extent necessary to permit any public body to meet and take such actions authorized by the law without permitting in public in-person access to meetings and authorizing such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed”. All of the Committee members were physically present, aside from Supervisors Braymer, Beaty and Strough who attended virtually.***

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 12:26 p.m.

Motion was made by Mr. Wild, seconded by Ms. Hogan 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; those participating virtually accessed the agendas via the Warren County website. Copies of the agendas are on file with the minutes.

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

- a. To amend Resolution No. 139 of 2021 to increase the amount of the service provider agreement with Adirondack Regional Tourism Council Inc. to \$30,000.

Motion was made by Mr. Wild, seconded by Ms. Hogan and carried unanimously to approve the request and the necessary resolution was authorized for the October 15<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To amend Resolution No. 287 of 2021 to remove criteria 4 - 7 in Schedule A.

Motion was made by Mr. Merlino and seconded by Mr. Geraghty to approve the request as presented. A brief discussion ensued, following which Mr. Merlino amended his motion and Mr. Geraghty amended his second to remove criteria 4 - 7 in Schedule A; to update Criteria 2 to state "As a general rule, the County typically contracts..."; and to add a new Criteria 4 stating "As a general rule the County will follow the scoring and grading criteria set forth in Resolution No. 333 of 2021". Mr. Geraghty called the question and the aforementioned motion was carried unanimously, thereby authorizing the necessary resolution for the October 15<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

Continuing to the Discussion Items portion of the agenda, the items listed were addressed in the following order:

- a. Treasurer's Report, was presented by the County Treasurer Michael R. Swan.
- e. Cool Insuring Arena Budget Review presented by Jeff Mead, Cool Insuring Arena Manager.
- f. Review Special Event Funding Application - Festival of Lights: with input from Letizia Mastrantoni, *Events to a T*.

Motion was made by Ms. Hogan to award the total amount of funding requested (\$35,200). A brief discussion ensued regarding the amount of funding available, following which Ms. Hogan amended her motion, which was seconded by Ms. Braymer, to amend Resolution No. 391 of 2021 to authorize a new agreement for occupancy tax funding in the amount of \$30,000 with Events to a T for the Festival of Lights event. Mr. Geraghty called the question and the motion carried with Mr. Wild voting in opposition, and the necessary resolution was authorized for the October 15<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. Lake George Regional Convention & Visitors Bureau Budget Review, as presented by Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB*
- b. Tourism Department Budget Review, presented by Joanne Conley, *Director, Tourism Department*
- c. Occupancy Tax Budget Review, presented by Ms. Conley and Leisa Grant, *Principal Account Clerk*

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

- 1) 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 that this item was addressed in a previous meeting and could be removed.
- 2) In regard to the review of the request for proposal (RFP) for competitor data, it was noted an RFP had been done and the respondents would be interviewed so a review could take place in September. The Committee was advised this item would be discussed at the next meeting to allow Committee members an opportunity to review responses.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Ms. Hogan (no second was announced), Mr. Geraghty declared the meeting adjourned at 2:15 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist  
*As transcribed by Leslie Lovelace, Secretary to the Clerk of the Board*