

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: SEPTEMBER 30, 2021**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: GERAGHTY  
MERLINO  
BRAYMER  
WILD  
HOGAN  
BEATY  
STROUGH

**OTHERS PRESENT:**

JOANNE CONLEY, DIRECTOR, TOURISM  
DAVID BRATTON, FOUNDER & MANAGING DIRECTOR, DESTINATION ANALYSTS  
REPRESENTING HUNDEN STRATEGIC PARTNERS:  
ROBIN HUNDEN, PRESIDENT & CEO  
LAURA SPORTIELLO, MARKETING MANAGER  
LEXI CUFF, ANALYST  
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  
SUPERVISOR MAGOWAN  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
MICHAEL R. SWAN, COUNTY TREASURER  
SAM LUCIANO, GENERAL MANAGER, FORT WILLIAM HENRY  
TYLER HERRICK, GENERAL MANAGER, QUEENSBURY HOTEL  
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

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*Please note, the following contains a summarization of the September 30, 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: Pursuant to New York State Legislation (S.50001/A.40001): “Notwithstanding the provisions of article 7 of the public officers law to the contrary, any state agency, department, corporation, office, authority, board, or commission, as well as any local public body, or public corporation as defined in section 66 of the general construction law, or political subdivisions as defined in section 100 of the general municipal law, or a committee or subcommittee or other similar body of such entity, shall be authorized to meet and take such action authorized by law without permitting in public in-person access to meetings and authorize 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 Hogan and Strough who attended virtually.***

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 12:03 p.m.

Motion was made by Mr. Wild, seconded by Mr. Merlino 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.

Joanne Conley, *Director, Tourism*, apprised the purpose of the meeting was to allow presentations for competitor

market data from David Bratton, *Founder & Managing Director, Destination Analysts*, and Robin Hunden, *President & CEO, Hunden Strategic Partners*, who both responded to the Request for Proposals (*RFP*) released by the County.

Privilege of the floor was extended to Mr. Bratton, of Destination Analysts, who reviewed his presentation and answered questions from Sam Luciano, *General Manager, Fort William Henry*, and Tyler Herrick, *General Manager, Queensbury Hotel*, as well as members of the Committee.

Mr. Geraghty called for any public comment and Don Lehman, *Director of Public Relations*, read aloud those submitted by Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB*.

Privilege of the floor was extended to Mr. Hunden, of Hunden Strategic Partners, who reviewed his presentation and answered questions from Mr. Luciano and the Committee members.

Mr. Geraghty requested an executive session to discuss matters leading to the appointment of a particular corporation; Mr. Luciano and Mr. Herrick were invited to remain in the executive session.

Motion was made by Mr. Beaty, seconded by Mr. Wild and carried unanimously to enter into an executive session pursuant to Section 105(f) of the Public Officer's Law.

Executive session was held from 1:05 p.m. until 1:28 p.m.

Upon reconvening, Mr. Geraghty announced that no action had been taken during the executive session.

Motion was made by Mr. Wild, seconded by Mr. Beaty and carried unanimously to authorize a new contract with Hunden Strategic Partners in an amount not to exceed \$72,000 to provide competitor market data to the Warren County Tourism Department for the term commencing October 18, 2021 and terminating upon completion, 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.*

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Beaty, seconded by Mr. Wild and carried unanimously, Mr. Geraghty adjourned the meeting at 1:29 p.m.

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