

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: OCTOBER 19, 2021

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: GERAGHTY
MERLINO
BRAYMER
WILD
HOGAN (VIA ZOOM)
BEATY
STROUGH

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
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISOR BRUNO
DRISCOLL (VIA ZOOM)
LEGGETT (VIA ZOOM)
MAGOWAN
SMITH (VIA ZOOM)
JULIE BUTLER, PURCHASING AGENT
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
CHRISTIAN DUTCHER, DIRECTOR, AMERICAIDE INC.
DAVID KING, PRESIDENT LAKE GEORGE RV PARK
GINA MINTZER, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE &
CVB
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD
*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES

Please note, the following contains a summarization of the October 19, 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 Supervisor Hogan who attended virtually.

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:35 a.m.

Motion was made by Mr. Wild, seconded by Mr. Strough 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 agenda via the Warren County website. A copy of the agenda is on file with the minutes.

Jumping ahead, the Committee began with Discussion Item portion of the agenda, offering privilege of the floor to Michael Swan, *County Treasurer*, who provided a review of the Treasurer's Report, a copy of which is on file with the meeting agenda.

Returning to the Action Agenda/New Business Items, the following requests were reviewed:

- a. To authorize renewal of contract with Lake Placid Advertisers Workshop, Inc. in an amount not to exceed \$1,250,000 to provide broadcast and digital media buying services for a term commencing January 1, 2022 and terminating December 31, 2022.

**Note: The original request asked to extend the renewal for three additional one year terms and Mr. Geraghty amended the renewal term to one year.*

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the November 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To rescind Resolution No. 389 of 2021 which provided authorization to print 125,000 copies of the 2022 Warren County Travel Guide.

Motion was made by Mr. Merlino, seconded by Ms. Hogan and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the November 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Returning to the Discussion Items portion of the agenda, the following items were reviewed:

- b. Review Special Event Funding Applications-
 - i. Winterfest - input was provided by Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce and CVB*, and Christian Dutcher, *Director, Americade, Inc. Lake George Winterfest*

Motion was made by Mr. Merlino, seconded by Mr. Strough and carried unanimously to amend Resolution No. 442 of 2021 to authorize an agreement for disbursement of funds for the Winterfest event in the amount of \$50,000 and the necessary resolution request was authorized for the November 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- ii. Christkindlmarkt

Motion was made by Ms. Braymer, seconded by Mr. Merlino and carried by majority vote, with Mr. Wild abstaining, to amend Resolution No. 442 of 2021 to authorize an agreement for disbursement of funds for the Christkindlmarkt event in the amount of \$20,000 and the necessary resolution was authorized for the November 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- iii. Lake George Winter Carnival - the Committee requested Christian Dutcher, *Director, Americade, Inc. Lake George Winterfest*, contact the organizer to work on a collaboration for the two events.

Motion was made by Mr. Strough, seconded by Mr. Beaty and carried unanimously to amend Resolution No. 442 of 2021 to authorize an agreement for disbursement of funds for the Lake George Winter Carnival event in the

amount of \$50,000 and the necessary resolution was authorized for the November 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

A brief discussion ensued in regard to the amount of Occupancy Tax funds spent and the amount remaining.

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried unanimously to authorize the appropriation of funds in the amount of \$70,000 from the Occupancy Tax Reserve for two events starting in December (\$50,000 Lake George Winterfest and \$20,000 Adirondack Christkindlmarkt) and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Finally, Mr. Geraghty spoke with regard to the referral item which directed the County Attorney to prepare an updated municipal agreement and occupancy tax spending guidelines, noting this would be addressed after he was able to meet with the County Attorney on the matter.

Mr. Merlino exited the meeting at 11:20 a.m.

Mr. Geraghty offered privilege of the floor to anyone wishing to address the Committee on any matter.

David King, *President, Lake George RV Park*, spoke regarding the gypsy moth infestation, which he felt had a large impact on the County's tourism, and indicated he felt spraying County land would be a good use of Occupancy Tax funds. The Committee referred the item to the Environmental Concerns & Real Property Tax Services Committee for a future meeting to include input from the Warren County Soil and Water Conservation District.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strough, seconded by Mr. Beaty and carried unanimously, Mr. Geraghty adjourned the meeting at 11:44 a.m.

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