

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: NOVEMBER 23, 2021

COMMITTEE MEMBERS PRESENT:

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

COMMITTEE MEMBER ABSENT:

SUPERVISOR: BEATY

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, FIRST ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS LEGGETT
MAGOWAN
SMITH (VIA ZOOM)

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

CHRISTIAN DUTCHER, DIRECTOR, AMERICADE INC. (VIA ZOOM)
SPENCER LOW, PRIME TIME LACROSSE (VIA ZOOM)

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*SEE SIGN IN SHEET FOR ADDITIONAL MEETING ATTENDEES

Please note, the following contains a summarization of the November 23, 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 Ms. Hogan who attended virtually.

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 1:05 p.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 Tourism & Occupancy Tax Coordination 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.*

Commencing the agenda review, the following requests were presented:

- a) To amend the County Budget in the amount of \$33,422 to reflect receipt of Empire State Development Matching Funds.

Motion was made by Mr. Merlino, seconded by Mr. Strough and carried unanimously to approve the request as outlined above and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

- b) To continue the intermunicipal agreement with the Village of Lake George in the amount of \$25,000 to provide funding for promotional space within the Lake George Visitors Center.

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 December 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- c) To authorize Warren County Tourism & Convention Development agreement with the Adirondack Civic Center Coalition for 2022 in the amount of \$250,000.

Motion was made by Mr. Strough, seconded by Ms. Hogan and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the December 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d) To authorize Warren County Tourism & Convention Development agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax special event funding in the amount of \$550,000.

Motion was made by Mr. Wild, and seconded by Mr. Strough to approve the request as outlined above. Upon further discussion Messrs. Wild and Strough withdrew their motions and the request was moved to the Pending Items portion of the agenda. It was determined that a special Committee meeting would be held on December 7th to further consider this item.

- e) To authorize the new contract with Catamount Color to print 80,000 copies of the 2022 Warren County Summer Travel Guide, at a cost of \$21,600, for a term to commence December 20, 2021 and terminate February 28, 2022.

Motion was made by Mr. Merlino, seconded by Ms. Braymer and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the December 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Mr. Geraghty reviewed the County Treasurer's Occupancy Tax Report which indicated that since November 12, 2021 \$5,382,554.53 in revenue was collected, reflecting a 56.13% increase over 2020 and a 28% increase over 2019.

Mr. Strough exited the meeting at 2:00 p.m.

Moving on, privilege of the floor was extended to Rich Zuccaro, *Chairman, Adirondack Cycling Advocates*, who explained the organization was previously named Warren County Safe and Quality Bicycling Organization and he questioned how they could officially make that name change. He went on to advise of the Organization's main focus,

which was to advocate for better cycling in the area. Joanne Conley, *Director, Tourism Department*, advised she would locate the original resolution referencing the group and would bring a request before the Committee to amend it to reflect the correct name.

Individuals from the following organizations were in attendance and spoke with regard to their applications for Occupancy Tax Special Event Funding: Adirondack Balloon Festival, Adirondack Cycling Advocates, Adirondack Folk School, Adirondack Nationals Car Show, Adirondack Food and Wine Festival, Alpha Win, Americade, Food Truck Fridays, The Hyde Collection, Improv Records, Independence Day, Kawanis Club, Lake George Arts & Crafts Festival, Lake George BBQ Festival, Lake George Music Festival, Lake George Dinner Festival, NYSPHSAA Boys Basketball, Prime Time Lacrosse and the Warrensburg Garage Sale. Following presentations, it was determined another meeting would be held to make determinations on funding awards.

Concluding the agenda review, Ryan Moore, *County Administrator*, spoke regarding the Referrals portion of the agenda, indicating municipal funding was available for those who put forth an application for a portion of the \$195,000 budgeted, and he mentioned the 25% distribution to the Towns was based on 2021 revenue, which would be distributed before the applications for funding.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Wild, seconded by Ms. Braymer and carried unanimously, Mr. Geraghty adjourned the meeting at 3:21 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist