

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: DECEMBER 7, 2021

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: GERAGHTY
MERLINO
BRAYMER
WILD
HOGAN
STROUGH

COMMITTEE MEMBER ABSENT:

SUPERVISOR: BEATY

OTHERS PRESENT:

REPRESENTING LAKE PLACID ADVERTISER WORKSHOP INC.

TIM KELLEHER, PRESIDENT

ALLIE WITHEE, MANAGER SEARCH & PAID MEDIA

CAROLYN BORDONARO, ACCOUNT EXECUTIVE

LANIE RIDENOUR, INTERN

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR

LEISA GRANT, PRINCIPAL ACCOUNT CLERK

KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR

RACHEL E. SEEBER, CHAIRWOMAN OF THE BOARD

LARRY ELMEN, COUNTY ATTORNEY

AMANDA ALLEN, CLERK OF THE BOARD

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS DRISCOLL

SMITH (VIA ZOOM)

GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,

EXECUTIVE DIRECTOR

MICHAEL SWAN, COUNTY TREASURER

DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the December 7, 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 in attendance were physically present.

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 12:12 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 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 Tourism & Occupancy Tax Coordination agenda review, the following request was presented:

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

A brief discussion ensued regarding the performance of the Regional Lake George CVB Inc. with input from Gina Mintzer, *Executive Director, Lake George Chamber of Commerce and CVB.*

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.*

Moving on to the Discussion Items portion of the agenda, privilege of the floor was extended to representatives of Lake Placid Advertiser Workshop, Inc. who made a powerpoint presentation regarding their advertising strategy for Warren County during the winter of 2022 (months of January through March) and outlining the expenditures associated with same which totaled \$100,000. During this presentation questions were posed by the Committee and answered.

Following the presentation, a motion was made by Mr. Merlino, seconded by Mr. Strough and carried by majority vote, with Ms. Hogan abstaining, to authorize the expenditure of \$100,000 for the winter advertising campaign outlined by Lake Placid Advertisers Workshop, Inc.

Proceeding to the Occupancy Tax Special Event Funding Review for Annual/Seasonal Awards section of the agenda, the Committee reviewed and considered the funding requests submitted, settling upon the following awards:

- Adirondack Balloon Festival- \$40,000
- Adirondack Cycling Advocates- \$20,000
- Adirondack Folk School- \$12,000
- Adirondack Nationals Car Show- \$25,000
- Adirondack Wine & Food Festival- \$40,000
- Alpha Win- \$15,000
- Americade- \$50,000
- Food Truck Fridays- \$0
- The Hyde Collection- \$25,000
- Improv Records- \$40,000
- Independence Day- \$5,000
- Kiwanis Club- \$0
- Lake George Arts & Crafts Festival- \$3,000
- Lake George Music Festival- \$25,000
- Lake George BBQ- \$3,000
- Lake George Dinner Theater- \$5,000
- Nearby-Faraway- \$10,000
- NYSPHSAA Boys Basketball Championship- \$30,000
- Prime Time Lacrosse- \$30,000
- Warrensburg Garage Sale- \$28,000

Following discussion regarding the difference between the amount awarded and the amount of funding available for distribution, a motion was made by Ms. Braymer, seconded by Mr. Strough and carried unanimously to appropriate funds in the amount of \$58,000, from Budget Code, *881.00 Reserve, Occupancy Tax* to Budget Code, *A.6417.0002 480, Tourism-Special Events*, and refer same to the Finance committee. *A copy of the resolution request form is on file with the minutes.*

Next, Mr. Geraghty reviewed the scores that were given to each event.

Motion was made by Ms. Braymer, seconded by Mr. Strough and carried unanimously to approve the 2022 Occupancy Tax Special Event awards, as outlined above, and the necessary resolution was authorized for the December 17th Board Meeting.

Discussion ensued with regard to advance ticketing for the upcoming Ice Castles event.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strough, seconded by Mr. Wild and carried unanimously, Mr. Geraghty adjourned the meeting at 2:29 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist