

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: AUGUST 1, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: DICKINSON

MERLINO

WILD (VIA ZOOM)

RUNYON

STROUGH

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: MAGOWAN

GERACI

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

PAUL TACKETT, ASSISTANT TOURISM COORDINATOR/INTERIM OFFICE
MANAGER

LEISA GRANT, PRINCIPAL ACCOUNT CLERK

KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR

REPRESENTING HUNDEN STRATEGIC PARTNERS:

ROBERT SCOTT HUNDEN, PRESIDENT/CEO

RYAN SHERIDAN, PROJECT MANAGER

LAURA SPORTIELLO, VICE PRESIDENT OF BUSINESS DEVELOPMENT

DAVID GREUSEL, FOUNDING PRINCIPAL, CONVERGENCE DESIGN

WALT ADAMS, OPERATIONS MANAGER, LAKE GEORGE RADIO

MICHAEL R. SWAN, COUNTY TREASURER

JEFFREY MEAD, GENERAL MANAGER, COOL INSURING ARENA

GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL
CHAMBER OF COMMERCE & CVB

KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD

RYAN MOORE, COUNTY ADMINISTRATOR

AMANDA ALLEN, CLERK OF THE BOARD

ROBERT TERWILLIGER, FIRST ASSISTANT COUNTY ATTORNEY

FRANK E. THOMAS, BUDGET OFFICER (VIA ZOOM)

SUPERVISORS BRAYMER (VIA ZOOM)

DRISCOLL (VIA ZOOM)

LEGGETT

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the August 1, 2022 meeting of the Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <https://warrencountyny.gov/mmq>

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 aside from Mr. Wild who participated remotely.

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 9:07 a.m.

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried by a unanimous vote of those present (*Messrs. Merlino, Magowan and Geraci absent*) 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.*

The meeting commenced with the Action Agenda/New Business Items portion of the agenda as follows:

- a. Review of WC-33-22 - RFP for Proposals for Tourism Revitalization and Rejuvenation Services proposals.
 - I. Hunden Strategic Partners - Robert Scott Hunden, *President/CEO, Hunden Strategic Partners*, reviewed his presentation and answered questions posed by the Committee members. A copy of the presentation is on file with the minutes.

Mr. Merlino entered the meeting at 9:27 a.m.

Motion was made by Mr. Merlino, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Magowan and Geraci absent*) to approve the award and authorize agreement with Hunden Strategic Partners for the distribution of \$96,000 for tourism revitalization and rejuvenation services and the necessary resolution was authorized for the August 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Dickinson left the meeting from 9:44 a.m. to 9:50 a.m. during which time the Committee recessed.

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried by a unanimous vote of those present (*Messrs. Magowan and Geraci absent*) to appropriate \$96,000 from the Occupancy Tax Reserve to Budget Code A.6417.0001 470, *Contract*, to fund the approved contract with Hunden Strategic Partners and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

- ii. Lake George Radio - Walt Adams, *Operations Manager, Lake George Radio*, reviewed his presentation and answered questions from the Committee members.

Mr. Wild exited the meeting at 9:55 a.m. and re-entered the meeting at 10:00 a.m.

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Messrs. Magowan and Geraci absent*) to approve the award and authorize agreement with Loud Media LLC for the distribution of \$24,000 for a weekly Warren County radio feature that airs twice daily during prime listenership (7:20 a.m. and 5:20 p.m.) and the necessary resolution was authorized for the August 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Messrs. Magowan and Geraci absent*) to appropriate \$24,000 from the Occupancy Tax Reserve fund to Budget Code A.6417.0002 480.04, *Warren County Projects*, to fund the approved contract with Loud Media LLC and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

The Discussion Items portion of the agenda commenced with the following:

- a. Treasurer's Report - Michael Swan, *County Treasurer*, explained due to the timing of the meeting and the cycle of the occupancy tax collections there was no report to review; however, he did apprise collections were well above last year. He indicated the contract with Granicus to locate short-term rentals had been beneficial to collect interest and penalties and he would suggest entering into another contract with them for an amount

lower than the original contract.

- b. Quarterly Report, Cool Insuring Arena - Jeffrey Mead, *General Manager, Cool Insuring Arena*, provided a review of the 2nd Quarter report/update included in the agenda packet.
- c. Quarterly Report, Lake George CVB - Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB*, briefly reviewed the Lake George Regional Convention & Visitors Bureau “Q2 Marketing & Sales Activity Report” included in the agenda packet.

Mr. Merlino exited the meeting at 10:25 a.m. and re-entered the meeting at 10:27 a.m.

Motion was made by Mr. Strough, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Messrs. Magowan and Geraci absent*) to authorize the disbursement of 2022 third quarterly funding for the Lake George Regional Convention & Visitors Bureau.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Strough and seconded by Ms. Runyon, Mr. Dickinson declared the meeting adjourned at 10:34 a.m.

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