

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: AUGUST 22, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: DICKINSON
MERLINO
WILD
MAGOWAN
STROUGH
GERACI (ZOOM)

COMMITTEE MEMBER ABSENT:

SUPERVISOR: RUNYON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PAUL TACKETT , ASSISTANT TOURISM COORDINATOR/INTERIM OFFICE
MANAGER
MICHAEL SWAN, COUNTY TREASURER
REPRESENTING SPECIAL OLYMPICS NEW YORK
STACY EDER, STATEWIDE DIRECTOR OF COMMUNITY ENGAGEMENT &
EVENTS
EDWARD LAWLESS, ATHLETE
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
SUPERVISOR CRAIG LEGGETT, ACTING COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS BRAYMER (ZOOM)
SEEBER (ZOOM)
REPRESENTING CLIFF & REDFIELD INTERACTIVE:
DAN FORBUSH
BILL WALKER
REPRESENTING LAKE GEORGE TV:
JESSE JACKSON
DR. BETH MULLER
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
SARA FRANKENFELD, GIS ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST
PLEASE SEE SIGN-IN SHEET FOR ADDITIONAL MEETING ATTENDEES

Please note, the following contains a summarization of the August 22, 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/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 aside from Supervisor Geraci who attended virtually.

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 11:52 a.m.

Motion was made by Mr. Strough, seconded by Mr. Wild and carried by a unanimous vote of those present (*Ms. Runyon absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the 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.*

The agenda review commenced with Item VI, and privilege of the floor was extended to Stacy Eder, *Special Olympics New York Statewide Director of Community Engagement & Events*, who indicated she and the others who had accompanied her were in attendance to thank the Committee for the funding allotted and to make a call for volunteers to assist with the upcoming Special Olympics New York Fall Games which would be held in the City of Glens Falls in October. She then introduced Edward Lawless, *Special Olympics Athlete*, who expounded upon the matter.

Moving on, the Action Agenda/New Business Items section was addressed, as follows:

- a. Review and approval of funding for Cliff & Redfield Interactive *Initiatives in Heritage Tourism* proposal request for \$26,140.

Following a review of the funding request and discussion, a motion was made by Mr. Wild, seconded by Mr. Magowan, and carried by a unanimous vote of those present (*Ms. Runyon absent*) to authorize an agreement with Cliff & Redfield Interactive for the distribution of \$26,140 in occupancy tax funding for the *Initiative in Heritage Tourism* proposal, thereby authorizing the necessary resolution for the September 16th Board meeting. *A copy of the resolution request is on file with the minutes.*

- b. NYSEF (*New York Ski Educational Foundation, 501-c-6*) request for \$25,000 to install a new storage chalet at the base of Gore Mountain to support the 2022-23 snow sport season and events run by NYSEF.

Discussion ensued with regard to the request, during which it was revealed that this would be considered a capital project which was not eligible for occupancy tax funding. It was the consensus of the Committee to refrain from taking any action on this request.

- c. To extend the terms of contract with the Town of Johnsbury for website maintenance of www.visitgoreregion.com \$15,000 request.

Following discussion, motion was made by Mr. Magowan, seconded by Mr. Strough and carried by a unanimous vote of those present (*Ms. Runyon absent*) to extend the agreement with the Town of Johnsbury, as requested, and the necessary resolution was authorized for the September 16th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Skipping ahead in the agenda to the Discussion Items, privilege of the floor was extended to Michael Swan, *County Treasurer*, to provide the Occupancy Tax Report, a copy of which is on file with the meeting minutes. Mr. Swan spoke about the agreement currently in place for identification and tracking of short-term rental sites in Warren County which was not the most proficient; following discussion, it was the consensus of the Committee to authorize an RFP (*Request for Proposals*) for short term rental research services.

Returning to Action Agenda/New Business Item “d”, privilege of the floor was extended to Jesse Jackson, *of Look Media Resource*, who outlined his request for funding which would be used to create an interactive advertising platform for Warren County businesses through a presentation which can be viewed as part of the Committee meeting video.

Following discussion, it was the consensus of the Committee to request that the County Attorney review and negotiate contract terms with Mr. Jackson and return to Committee with proposed contract language for further discussion at the next meeting.

The Referral Items portion of the agenda was reviewed, as follows:

- a. Referral from the ARPA Advisory Committee regarding funding to support an RFP (*Request for Proposal*) for creative marketing. This pertained to the item already addressed by Mr. Jackson's presentation earlier in the meeting.

Mr. Dickinson exited the meeting at 12:43 p.m. and re-entered at 12:46 p.m.

- b. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. This item was not discussed.
- c. With regard to payment to Winterfest, the County Attorney advised there was no legal way the County could pay the organizers.

Mr. Dickinson apprised of the need to authorize the appropriation of \$26,140 from the Occupancy Tax Reserve, *A.881.00*, to Budget Code A.8021 470, *Planning (and Comm. Dev., Contracts)*, to cover the cost of the contract with Cliff & Redfield Interactive approved earlier in the meeting. Motion was made by Mr. Wild, seconded by Mr. Strough, and carried by a unanimous vote of those present (*Ms. Runyon absent*) to approve the request and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Strough, seconded by Mr. Magowan and carried by a unanimous vote of those present (*Ms. Runyon absent*), Mr. Dickinson adjourned the meeting at 1:45 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist