

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: SEPTEMBER 26, 2022**

---

---

**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: DICKINSON  
MERLINO  
MAGOWAN  
RUNYON  
GERACI

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:  
ALFRED SNOW, DIRECTOR  
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK

**COMMITTEE MEMBERS ABSENT:**

SUPERVISORS: WILD  
STROUGH

SUPERVISOR CRAIG LEGGETT, ACTING COUNTY ADMINISTRATOR  
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
SUPERVISORS BRAYMER  
SEEBER  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
MICHAEL R. SWAN, COUNTY TREASURER  
JESSE JACKSON, EXECUTIVE DIRECTOR, LAKE GEORGE TV  
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS  
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL  
CHAMBER OF COMMERCE & CVB  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST  
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

---

---

*Please note, the following contains a summarization of the September 26, 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>*

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 1:40 p.m.

Motion was made by Mr. Magowan, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Wild and Strough 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; *a copy of the agenda is on file with the minutes.*

Mr. Dickinson extended privilege of the floor to Jesse Jackson, *Executive Director, Lake George TV*, to provide the Committee with an update on the status of the proposal with Hood Communications. Mr. Jackson informed he had met with Larry Elmen, *County Attorney*, to work on the contract and was awaiting negotiation of the contract. Mr. Dickinson notified he had just been informed the contract was at 80% percent comple, but Mr. Elmen was not available to speak on the matter. Alfred Snow, *Director, Tourism*, was asked to provide input on the proposal; Mr. Snow voiced his concerns with regard to the proposal relating to the video quality. Mr. Jackson responded with an explanation that businesses would have the ability to provide videos which his staff of producers and editors could revise and would provide effective messaging. Mr. Leggett spoke on behalf of Mr. Wild who was not present, requesting an explanation of how analytics would be performed. Ed Larkin, *Vice President, Hood Communications*, replied the platform had a tracking device that would be used along with Google analytics and the proposal included a meeting with the County to present the metrics.

The meeting proceeded with the Discussion Items portion of the agenda which consisted of a review of the 2023 Occupancy Tax Budget.

Mr. Magowan exited the meeting at 2:10 p.m.

Discussion ensued with regard to adding an additional \$20,000 to the Spending Plan for each town and an amendment to the Local Law.

Following further discussion regarding the contract with Hood Communications, a motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Wild, Magowan and Strough absent*) to approve the award and authorize an agreement with Hood Communications to create an interactive advertising platform for Warren County businesses pursuant to the terms and provisions of the specifications (WC 33-22) and proposal.

Mr. Dickinson called for public comment; Mr. Snow apprised he had been in contact with the World University Games and had an appointment scheduled to discuss partnering with them, on a special promotional advertising program. Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB*, added she had been in contact with World University Games with regard to parking, complimentary promotion posters for businesses, signature glasses for breweries and was awaiting verbiage for promotion.

Mr. Geraci apprised there was a referral item from the Criminal Justice & Public Safety Committee that he wanted to address. He informed the Sheriff's Department had requested \$300,000 for the purchase of a new vessel and a referral was recommended to the Occupancy Tax Coordination Committee as a result of the vessel being used to help keep tourists safe. Discussion ensued with regard to consideration of the request.

Ms. Seeber requested Occupancy Tax funds be used for the Adirondack Balloon Festival to cover overtime expenses, rather than requesting donations from tourists and residents, noting the event was advertised as being "free".

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Ms. Runyon, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Messrs. Wild, Magowan and Strough absent*), Mr. Dickinson adjourned the meeting at 2:41 p.m.

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