

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: OCTOBER 24, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: DICKINSON
 MERLINO
 WILD
 MAGOWAN
 RUNYON
 STROUGH
 GERACI

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
 ALFRED SNOW, DIRECTOR
 LEISA GRANT, PRINCIPAL ACCOUNT CLERK
 KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
 CRAIG LEGGETT, ACTING COUNTY ADMINISTRATOR
 LARRY ELMEN, COUNTY ATTORNEY
 AMANDA ALLEN, CLERK OF THE BOARD
 FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS BRAYMER
 BRUNO
 DRISCOLL
 FRASIER
 GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
 EXECUTIVE DIRECTOR
 TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
 ETHAN GADDY, ASSISTANT COUNTY PLANNER
 DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
 MICHAEL SWAN, COUNTY TREASURER
 ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
 LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD
 MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the October 24, 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 11:39 a.m.

Copies of the meeting agendas were distributed; a copy of the agenda is on file with the meeting minutes.

Motion was made by Mr. Magowan, seconded by Ms. Runyon and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Committee began with a review of the Occupancy Tax Report, as provided by Michael Swan, *County Treasurer*; a copy of the Occupancy Tax Report is on file with the minutes.

Mr. Swan spoke regarding overtime cost incurred by the Sheriff's Department and the Department of Public Works during Americade, the Adirondack Nationals Car Show and the Adirondack Balloon Festival events which totaled around \$78,000, including benefits, noting there was discussion about these costs being paid from Occupancy Tax in the future.

Privilege of the floor was extended Ethan Gaddy, *Assistant County Planner*, who spoke regarding a request from the Planning & Community Development Department for the distribution of \$25,000 to help offset the 20% (\$40,000) local share matching requirement for a \$200,000 grant from Northern Border Regional Communication to support a Multi-Use Trail Study. Mr. Gaddy advised the remaining Local Share amount of \$15,000 was to be contributed by the Towns of Lake George, Queensbury and Hudson Falls and the City of Glens Falls.

Mr. Merlino exited the meeting at 11:49 a.m. and re-entered the meeting at 11:51 a.m.

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried unanimously to approve the distribution of funds as outlined above, contingent upon the Towns of Lake George, Queensbury and Hudson Falls and the City of Glens Falls providing their \$15,000 share, and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Gaddy next discussed a proposed De-icer and Bubbler Safety Initiative which he proposed flyers would be printed for at a cost of \$3,000. Consensus of the Committee was to delay this matter for further discussion at the next meeting when further information could be provided on the initiative.

Committee commenced the agenda review with Discussion Item b, which pertained to the Quarterly Report from the Lake George Regional Chamber of Commerce and Convention and Visitors Bureau (CVB), as provided by Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB.*

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried unanimously to authorize distribution of fourth quarter funding to the Lake George Regional Chamber of Commerce & CVB.

Privilege of the floor was extended to Alfred Snow, *Director, Tourism Department*, who spoke about a late breaking opportunity he'd only learned of that morning for sponsorship of the 2023 FISU World University Games snowboarding competition which would feature the County's tourism logo at a cost of \$125,000.

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried unanimously to approve and agreement and distribution of funds in the amount of \$125,000 for sponsorship of the 2023 FISU World University Games snowboarding competition and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Committee moved on to a review of the Action Agenda/New Business Items section of the agenda, which included the following requests:

- a. To authorize Warren County Tourist and Convention Development agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding, in the amount of \$600,000. *(Previous Resolution No. 569 of 2021).*

Motion was made by Mr. Wild, seconded by Ms. Runyon and carried unanimously to approve the request as presented and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To authorize Warren County Tourist and Convention Development agreement with Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding, in the amount of \$250,000. *(Previous Resolution No. 568 of 2021).*

Motion was made by Ms. Runyon, seconded by Mr. Wild and carried unanimously to approve the request as presented and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- c. To authorize the continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within the Lake George Visitors Center, in the amount of \$25,000, to commence January 1, 2023 and terminate December 31, 2023. *(Previous Resolution No. 566 of 2021).*

Motion was made by Mr. Merlino, seconded by Mr. Strough and carried unanimously to approve the request as presented and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Returning to the Discussion Items portion of the agenda, Chairman Dickinson addressed Item b, pertaining to a possible change in the way Occupancy Tax Special Event funding was distributed, proposing that the funds be distributed directly to each Town/City and all applications for funding be made to the municipality in which the event was to be held. A discussion ensued, during which it was the consensus of the Committee to continue discussions on the matter at the next meeting.

A brief discussion was held with regard to the proposal for a contract with Lake George Radio, which had been tabled at a prior Board Meeting and returned to Committee for further consideration. Consensus of the Committee was for this matter to be discussed at the next meeting.

Mr. Dickinson noted action was necessary to appropriate the funds needed for the 2023 FISU World University Games snowboarding competition sponsorship. Motion was made by Mr. Merlino, seconded by Ms. Runyon and carried unanimously to appropriate funds in the amount of \$125,000 from Budget Code A.881.00, *Reserve, Occupancy Tax*, to Budget Code A.6417.0002 480.06, *Tourism-Enhanced Promotion*, for the 2023 FISU World University Games Snowboard competition and refer same to the Finance Committee. *A copy of the resolution request is on file with the minutes.*

Concluding the Agenda review, Committee reviewed the Referral Items section, as follows:

- a. County Attorney to review Occupancy Tax Spending Plan History and Local law and provide any updates required. Committee was advised this item would be discussed next month.
- b. Referral from the ARPA Advisory Committee to entertain a request for funding in the amount of 25,000 from the Adirondack Theater Festival to fund the 7th Annual Film Festival. Consensus of the Committee was to table the matter and discuss at a future meeting once the event organizers had completed and submitted an application for one-time funding.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Geraci, seconded by Mr. Magowan and carried unanimously, Mr. Dickinson adjourned the meeting at 1:18 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist