

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: JOINT TOURISM/OCCUPANCY TAX COORDINATION**

**DATE: DECEMBER 12, 2022**

**TOURISM COMMITTEE MEMBERS PRESENT:**

SUPERVISORS MERLINO  
DICKINSON  
BRAYMER  
RUNYON  
STROUGH

**TOURISM COMMITTEE MEMBERS ABSENT:**

SUPERVISORS WILD  
LEGGETT

**OCCUPANCY TAX COORDINATION COMMITTEE MEMBERS PRESENT:**

SUPERVISORS DICKINSON  
MERLINO  
MAGOWAN  
RUNYON  
STROUGH  
GERACI

**OCCUPANCY TAX COORDINATION COMMITTEE MEMBER ABSENT:**

SUPERVISOR WILD

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

PAUL TACKETT, ASSISTANT TOURISM COORDINATOR/INTERIM OFFICE  
MANAGER

PETER GIRARD, CREATIVE DIRECTOR

LEISA GRANT, PRINCIPAL ACCOUNT CLERK

REPRESENTING WORKSHOP:

TIM KELLEHER, PRESIDENT

CAROLYN BORDONARO, ACCOUNT EXECUTIVE

ALEXANDRA WITHEE, PAID MEDIA DIRECTOR

KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD

LARRY ELMEN, COUNTY ATTORNEY

AMANDA ALLEN, CLERK OF THE BOARD

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISOR SEEBER

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

MICHAEL R. SWAN, COUNTY TREASURER

GINNY BRITT, DIRECTOR OF ADMINISTRATION, THE SEMBRICH

CHIP CORLEW, TOURNAMENT DIRECTOR, GREATER GLENS FALLS AMATEUR

ATHLETIC CHAMPIONSHIP ASSOCIATION

CALEB EICK, DIRECTOR OF INSTITUTIONAL ADVANCEMENT, THE SEMBRICH

JESSE JACKSON, EXECUTIVE DIRECTOR, LAKE GEORGE RADIO

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

GEORGE NORMANDIN, NORMANDIN MARKETING

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

\*SEE SIGN IN SHEET FOR ADDITIONAL MEETING ATTENDEES

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*Please note, the following contains a summarization of the December 12, 2022 joint meeting of the Tourism and Occupancy Tax Coordination Committees; the meeting in its entirety can be heard on the Warren County website using the following link: <https://warrencountyny.gov/mma>*

Mr. Merlino called the joint meeting of the Tourism/Occupancy Tax Coordination Committees to order at 11:38 a.m.

Motion was made by Ms. Runyon, seconded by Mr. Dickinson and carried by a unanimous vote of those present (*Messrs. Wild and Leggett absent*) to approve the minutes of the previous Tourism and Occupancy Tax Coordination Committee meetings, subject to correction by the Clerk of the Board.

Copies of the Joint Tourism/Occupancy Tax Coordination Committee agenda were distributed to those in attendance; a copy of the agenda is on file with the minutes.

Commencing the agenda review, the Action Agenda/New Business Items portion of the agenda included the following requests:

- a. To fill the vacant position of Principal Account Clerk, *Grade 10, Base Annual Salary \$47,667.*

Motion was made by Mr. Strough, seconded by Mr. Dickinson and carried by a unanimous vote of the Tourism Committee members present (*Messrs. Wild and Leggett absent*) to approve filling the vacant position of Principal Account Clerk as outlined above and refer same to the Personnel, Administration & Higher Education Committee for reporting purposes. *A copy of the Notice of Intent to Fill Vacant Position form is on file with the minutes.*

- b. To amend the Table of Organization and Salary Schedule to create and fill the position of Tourism Coordinator (Temporary), *Annual Salary \$66,781*, effective December 19, 2022.

Motion was made by Mr. Strough and seconded by Mr. Dickinson for approval by the Tourism Committee of the request as presented. Following discussion, Mr. Merlino called the question and the motion carried by a unanimous vote of those present from the Tourism Committee (*Messrs. Wild and Leggett absent*) to amend the Table of Organization and Salary Schedule as outlined above. *Copies of the resolution request form and the Notice of Intent to Fill Vacant Position form are on file with the minutes.*

Mr. Merlino announced this item would typically be referred to the Personnel, Administrator & Higher Education Committee meeting; however, because a Personnel meeting had not been scheduled, and due to timing issues, this matter would be brought to the Board of Supervisors through a Floor Resolution at the December 16, 2022 Board Meeting.

Skipping ahead to the Discussions Items portion of the agenda, Committee addressed Item C: Workshop available to discuss 2023 Winter Media Campaign Strategies. Copies of a handout entitled "Warren County Winter - Spring (Jan - Apr) 2023" were distributed to the Committee members, a copy of which is on file with the meeting minutes. Privilege of the floor was extended to representatives from Workshop who provided an overview of the handout and answered questions posed by Committee members and the public.

Mr. Dickinson stepped out of the meeting at 12:15 p.m. and re-entered the meeting at 12:22 p.m.

Mr. Merlino announced Ice Castle tickets were available to purchase on the Ice Castles website.

Mr. Merlino turned the meeting over to Mr. Dickinson who assumed the role of Chairman to review the Occupancy Tax Coordination portion of the agenda at 12:23 p.m.

Mr. Strough stepped out of the meeting at 12:23 p.m.

Returning to the Action Agenda/New Business Items portion of the agenda the following items were presented:

- c. To amend the 2022 contract with Adirondack Cycling Advocates, Inc. (*authorized by Resolution No. 570 of 2021*) to include excavator work at the Dynamite Hill Recreation Area as an expense in the amount of \$8,500.

Motion was made by Ms. Runyon and seconded by Mr. Merlino to approve the request as presented. Following discussion, Mr. Dickinson called the question and the motion carried by a unanimous vote of those members of the Occupancy Tax Coordination Committee present (*Mr. Wild absent*) to amend the contract with Adirondack Cycling Advocates, Inc. (*authorized by Resolution No. 570 of 2021*) as outlined above and the necessary resolution was authorized for the January 20<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. Address 2023 Lake George Winter Carnival application.

Motion was made by Mr. Magowan and seconded by Mr. Geraci to authorize an agreement with the Lake George Winter Carnival for \$50,000 in funding. Larry Elmen, *County Attorney*, advised that in keeping with the current guidelines, the Committee should complete the applicant scoring sheet to comply with Resolution No. 382 of 2021. Discussion ensued following which Mr. Dickinson asked Mr. Magowan if his motion included a request for the event to provide survey results mentioned in the application and Mr. Magowan replied affirmatively. Mr. Dickinson called the question and the motion was carried by a unanimous vote of those Occupancy Tax Coordination Committee members present (*Mr. Wild absent*), and the necessary resolution was authorized for the January 20<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- e. Address 2023 Greater Glens Falls Amateur Athletic Championship Association application - Boys Basketball Tournament application.

Representatives from Greater Glens Falls Amateur Athletic Championship Association spoke with regard to the event and

application.

Motion was made by Mr. Magowan, seconded by Mr. Merlino and carried by a unanimous vote of the Occupancy Tax Coordination Committee members present (*Mr. Wild absent*) to authorize an agreement with Greater Glens Falls Amateur Athletic Championship Association for the disbursement of \$47,100 from the 2023 Occupancy Tax Funding and the necessary resolution was authorized for the January 20<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

A review of the Discussion Items portion of the agenda commenced as follows:

- a. Treasurer's Report - Michael Swan, *County Treasurer*, explained due to the timing of the meeting and cycle of the occupancy tax collections there was no report to review; however, he did apprise collections were up.
- b. Warren County Audit/Management Letter relating to Occupancy Tax - Mr. Swan provided a copy of the outside audit results and reviewed the areas in need of improvement for compliance; a copy is on file with the minutes.
- c. Workshop available to discuss 2023 Winter Media Campaign Strategies - addressed at start of the meeting with Workshop representatives.
- d. Address former Tourism Director's comments in resignation letter - Supervisor Craig Leggett, *Acting Warren County Administrator* - due to the absence of Mr. Leggett the item was not discussed.
- e. Reconsider Hunden Strategic Partners proposal under WC-33-22 - Request for Proposals for Tourism Revitalization and Rejuvenation Services - tabled at August 19, 2022 Board Meeting - A discussion ensued with regard to the Hunden Strategic Partners proposal. Following discussion, a motion was made by Mr. Merlino, seconded by Ms. Runyon and carried by a unanimous vote of those Occupancy Tax Coordination Committee members present (*Mr. Wild absent*) to refrain from accepting the proposal.

Mr. Dickinson called for public comment:

Representatives from The Sembrich spoke with regard to their application submission for occupancy tax funding and answered questions posed by the Committee members.

Ms. Seeber requested the occupancy tax application scoring process and review be followed in the future. A brief discussion ensued.

Jesse Jackson, *Executive Director, Lake George Radio*, shared his experience at The Sembrich.

There being no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Merlino, seconded by Mr. Geraci and carried by a unanimous vote of the Occupancy Tax Committee members present (*Mr. Wild absent*), Mr. Dickinson adjourned the meeting at 1:09 p.m.

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