

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 25, 2022

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DICKINSON  
BRAYMER (VIA ZOOM)  
WILD  
RUNYON  
STROUGH  
LEGGETT

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR  
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR  
KASEY O'BRIEN, COMMUNICATIONS SPECIALIST  
RYAN MOORE, COUNTY ADMINISTRATOR  
LARRY ELMEN, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER (VIA ZOOM)  
SUPERVISOR BEATY (VIA ZOOM)  
GERACI (VIA ZOOM)  
HOGAN (VIA ZOOM)  
MAGOWAN (VIA ZOOM)  
SEEBER (VIA ZOOM)  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
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

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*Please note, the following contains a summarization of the January 25, 2022 meeting of the Tourism 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 were physically present, aside from Supervisor Braymer who attended virtually.***

Mr. Merlino called the meeting of the Tourism Committee to order at 12:53 p.m.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by majority vote, with Mr. Leggett abstaining, 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.*

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Commencing with the Action Agenda/New Business Items, the following requests were reviewed:

- a. To authorize an agreement with Adirondack Regional Tourism Council in an amount not to exceed \$49,004 to provide regional marketing services including digital and social media, website, email marketing and mobile tracking.

Motion was made by Mr. Strough, seconded by Mr. Wild and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the February 18<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To authorize the re-appropriation of funds in the amount of \$35,000 from Budget Code A.881.00, *Reserve, Occupancy Tax*, to Budget Code A.6417.0001 470, *Contract*, to cover the cost of the approved contract with Granicus.

Motion was made by Mr. Leggett, seconded by Mr. Dickinson and carried unanimously to approve the request as outlined above and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

- c. To authorize the re-appropriation of funds in the amount of \$50,000 from Budget Code A.881.00, *Reserve, Occupancy Tax*, to Budget Code A.6417.0002 480, *Tourism - Special Events*, to provide approved funding for the Lake George Winterfest.

Motion was made by Mr. Dickinson, seconded by Mr. Leggett and carried unanimously to approve the request as outlined above and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Continuing to the Discussion Items portion of the agenda, the following items were reviewed in the following order:

- a. Occupancy Tax Update - this item not addressed as the County Treasurer was not present.
- b. Hunden Strategic Research Project Update - provided by Kristen Hanifin, *Development/Event Coordinator*.

Skipping ahead to the Referrals/Pending Items portion of the agenda the following item was reviewed:

- a. County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee meeting for review. Update: Supervisor Geraghty noted this would be addressed after he was able to meet with the County Attorney. Larry Elmen, *County Attorney*, advised he would have an update for the next Committee meeting.

Resuming review of the Discussion Items portion of the agenda, the following item was reviewed:

- c. 2021 Year-in-Review, Joanne Conley, Director - In Ms. Conley's absence, Paul Tackett, *Assistant Tourism Coordinator*, made a powerpoint presentation, with input from Kasey O'Brien, *Communication Specialist*. *A copy of the presentation is on file with the meeting minutes.*

Privilege of the floor was extended to Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB (LGRCC&CVB)*, who stated she had submitted the LGRCC&CVB Quarterly Executive Summary which would be officially distributed at the next Committee meeting. She noted some Supervisors had requested information from her which was included in the report and she requested permission to distribute copies early to address these requests. With Mr. Merlino's consent, Ms. Mintzer distributed copies of the "LGRCVB Q4 Executive Summary", a copy of which is also on file with the meeting minutes.

Finally, Ms. Hanifin provided a brief update on occupancy tax and the Ice Castles event, during which she presented

a video produced by Pilot Girl Productions featuring the Lake George Ice Castles.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough, seconded by Mr. Beaty and carried unanimously, Mr. Merlino adjourned the meeting at 1:41 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist  
*As transcribed by Leslie Lovelace, Secretary to the Clerk of the Board*