

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: AUGUST 22, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
BRAYMER (ZOOM)
WILD
STROUGH
LEGGETT

COMMITTEE MEMBER ABSENT:

SUPERVISOR RUNYON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

PAUL TACKETT, ASSISTANT TOURISM COORDINATOR/INTERIM OFFICE
MANAGER

LEISA GRANT, PRINCIPAL ACCOUNT CLERK

REPRESENTING WORKSHOP:

TIM KELLEHER, PRESIDENT

CAROLYN BORDONARO, ACCOUNT EXECUTIVE

ALLIE 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

SUPERVISORS DRISCOLL

GERACI (ZOOM)

HOGAN (ZOOM)

MAGOWAN

SEEBER (ZOOM)

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

SARA FRANKENFELD, GIS ADMINISTRATOR

DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR

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

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the August 22, 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 in attendance were physically present aside from Ms. Braymer who attended remotely.

Mr. Merlino called the meeting of the Tourism Committee to order at 11:18 a.m.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by 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 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.*

Committee commenced with review of the sole agenda item, pertaining to representatives from Workshop being present to discuss current Fall and upcoming Winter Media Campaign strategies. Strategies were outlined and discussion ensued.

Mr. Merlino called for public comment; Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce & CVB*, made suggestions to Workshop representatives on advertising verbiage so as to prevent "Meet Lake George" from competing with "Visit Lake George", as it was an extension of Visit Lake George. The Committee requested Ms. Mintzer provide her suggestions in writing.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson, seconded by Mr. Strough and carried by a unanimous vote of those present (*Ms. Runyon absent*), Mr. Merlino adjourned the meeting at 11:46 a.m.

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