



**Tourism Committee
Warren County Tourism Department
AGENDA
September 26, 2022**

Committee Members: MERLINO, Dickinson, Braymer, Wild, Runyon, Strough and Leggett

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

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- I. Committee meeting called to order by Chairman Merlino

 - II. Motion to approve minutes of the August 22, 2022 Tourism Committee Meeting.

 - III. Discussion Items:
 - a. Tourism Director Al Snow to discuss assessment of submissions for WC 33-22 RFP For Tourism Revitalization and Rejuvenation Services
 - b. Tourism Department Budget 2023 Review, Leisa Grant

 - IV. Action Agenda/New Business Items: None
 - a. **Resolution Request:** To continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for an additional year
Rationale: This was bid in 2020 (WC 45-20) and contract was written for one year. The bid specs state that “Upon agreement between the Contractor/Professional and the County, the agreement may be extended for three (3) additional one (1) year terms.”

 - V. Referrals: None

 - VI. Privilege of the floor and public comment

 - VII. Motion to adjourn

Attachment #1: Tourism Department Budget 2023

Attachment #2: Resolution Request Form No. 20 – To continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for January 1, 2023 - December 31, 2023.

PLEASE NOTE: THIS FORM MUST BE ACCOMPANIED BY ALL DETAILED BUDGET SHEETS

WARREN COUNTY BUDGET SUMMARY SHEET

PRIOR YEAR EXPENDITURES AND REQUEST FOR 2023 APPROPRIATIONS

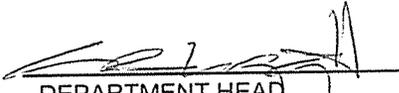
REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS

NAME OF DEPARTMENT: Tourism/Occupancy - Tourism

BUDGET ACCOUNT CODE: A.6417 0001

OBJECT CODES	2021 EXPENDITURES	2022 ADOPTED	2022 AMENDED	2023 DEPARTMENT REQUESTS
100's PERSONAL SERVICES	\$409,584.93	\$494,756.00	\$502,016.00	\$468,335.00
200's EQUIPMENT	\$1,408.52	\$1,000.00	\$4,044.45	\$2,000.00
400's CONTRACTUAL	\$1,426,073.38	\$1,755,646.00	\$1,893,682.25	\$1,752,725.00
800's EMPLOYEE BENEFITS	\$170,713.65	\$194,556.00	\$195,873.69	\$173,977.00
TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,595,616.39	\$2,397,037.00

2021 REVENUES	2022 ADOPTED REVENUES	2022 AMENDED REVENUES	2023 DEPARTMENT REQUESTS
\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$2,397,037.00

SIGNED: 
 DEPARTMENT HEAD
 TITLE: Acting County Administrator
 DATE: 9/8/2022

Account	Account Description	2021 Actual Amount	2022 Adopted Budget	2022 Amended Budget	2022 Actual Amount	2023 Departmental Request
Fund	A - General					
	REVENUE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	<i>Non-Property Tax Items</i>					
1113	Tax - Hotel Room Occupancy	1,971,758.48	2,315,958.00	2,324,535.69	1,759,761.95	2,307,037.00
	<i>Non-Property Tax Items Totals</i>	\$1,971,758.48	\$2,315,958.00	\$2,324,535.69	\$1,759,761.95	\$2,307,037.00
	<i>Departmental Income</i>					
2089	Tourism	3,600.00	50,000.00	50,000.00	6,400.00	10,000.00
	<i>Departmental Income Totals</i>	\$3,600.00	\$50,000.00	\$50,000.00	\$6,400.00	\$10,000.00
	<i>State Aid</i>					
3715	Tourism Promotion	32,422.00	80,000.00	80,000.00	57,522.00	80,000.00
	<i>State Aid Totals</i>	\$32,422.00	\$80,000.00	\$80,000.00	\$57,522.00	\$80,000.00
	Sub Department 0001 - Tourism Totals	\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$1,823,683.95	\$2,397,037.00
	Department 6417 - Tourism/Occupancy Totals	\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$1,823,683.95	\$2,397,037.00
	REVENUE TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$1,823,683.95	\$2,397,037.00

Account	Account Description	2021 Actual Amount	2022 Adopted Budget	2022 Amended Budget	2022 Actual Amount	2023 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Personal Services</i>						
110	Salaries - Regular	394,608.04	479,042.00	486,302.00	279,198.35	450,074.00
120	Salaries - Overtime	23.66	1,000.00	1,000.00	596.83	1,000.00
130	Salaries - Part Time	14,953.23	14,714.00	14,714.00	13,539.64	17,261.00
<i>Personal Services Totals</i>		\$409,584.93	\$494,756.00	\$502,016.00	\$293,334.82	\$468,335.00
<i>Equipment</i>						
210	Furniture/Furnishings	457.88	.00	3,044.45	3,044.45	1,000.00
220	Office Equipment	950.64	1,000.00	1,000.00	.00	1,000.00
<i>Equipment Totals</i>		\$1,408.52	\$1,000.00	\$4,044.45	\$3,044.45	\$2,000.00
<i>Contractual Expense</i>						
410	Supplies	2,493.47	2,800.00	2,800.00	588.89	2,800.00
423	Telephone	1,190.39	1,500.00	1,500.00	612.04	1,500.00
424	Postage	13,825.61	18,100.00	18,100.00	3,795.30	15,000.00
426	Subscriptions	6,518.19	6,665.00	6,665.00	6,373.19	6,730.00
427	Memberships & Dues	1,030.00	2,245.00	2,245.00	2,155.00	2,245.00
428	Data Processing & Internet Fees	22,719.70	22,586.00	22,586.00	6,103.00	22,700.00
444	Travel/Education/Conference	1,391.11	3,000.00	3,000.00	2,131.20	3,000.00
470	Contract	233,878.97	425,450.00	563,486.25	219,810.25	425,450.00
481	Tourism Promotion	1,143,025.94	1,273,300.00	1,273,300.00	610,188.12	1,273,300.00
<i>Contractual Expense Totals</i>		\$1,426,073.38	\$1,755,646.00	\$1,893,682.25	\$851,756.99	\$1,752,725.00
<i>Employee Benefits</i>						
810	Retirement	57,574.25	60,745.00	61,507.30	28,920.71	43,475.00
830	Social Security	24,127.64	30,674.00	31,124.12	17,458.73	29,037.00
831	Medicare Contribution	5,642.77	7,173.00	7,278.27	4,083.09	6,790.00
860	Hospitalization	66,958.98	77,224.00	77,224.00	39,826.91	74,702.00
865	Dental Insurance	1,015.06	1,176.00	1,176.00	635.48	1,176.00
<i>Employee Benefits Totals</i>		\$155,318.70	\$176,992.00	\$178,309.69	\$90,924.92	\$155,180.00
<i>Other Benefits</i>						
840	Workmen's Compensation	1,593.73	2,029.00	2,029.00	2,029.00	2,310.00

Account	Account Description	2021 Actual Amount	2022 Adopted Budget	2022 Amended Budget	2022 Actual Amount	2023 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
Other Benefits						
855	Disability	147.60	.00	.00	.00	.00
861	Retirees Hospitalization	13,053.97	14,785.00	14,785.00	7,285.68	15,737.00
862	Health Insurance Cost Reimbursement	599.65	750.00	750.00	.00	750.00
	<i>Other Benefits Totals</i>	<u>\$15,394.95</u>	<u>\$17,564.00</u>	<u>\$17,564.00</u>	<u>\$9,314.68</u>	<u>\$18,797.00</u>
	Sub Department 0001 - Tourism Totals	<u>\$2,007,780.48</u>	<u>\$2,445,958.00</u>	<u>\$2,595,616.39</u>	<u>\$1,248,375.86</u>	<u>\$2,397,037.00</u>
	Department 6417 - Tourism/Occupancy Totals	<u>\$2,007,780.48</u>	<u>\$2,445,958.00</u>	<u>\$2,595,616.39</u>	<u>\$1,248,375.86</u>	<u>\$2,397,037.00</u>
	EXPENSE TOTALS	<u>\$2,007,780.48</u>	<u>\$2,445,958.00</u>	<u>\$2,595,616.39</u>	<u>\$1,248,375.86</u>	<u>\$2,397,037.00</u>
Fund A - General Totals						
	REVENUE TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$1,823,683.95	\$2,397,037.00
	EXPENSE TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,595,616.39	\$1,248,375.86	\$2,397,037.00
	Fund A - General Totals	\$0.00	\$0.00	(\$141,080.70)	\$575,308.09	\$0.00
Net Grand Totals						
	REVENUE GRAND TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,454,535.69	\$1,823,683.95	\$2,397,037.00
	EXPENSE GRAND TOTALS	\$2,007,780.48	\$2,445,958.00	\$2,595,616.39	\$1,248,375.86	\$2,397,037.00
	Net Grand Totals	\$0.00	\$0.00	(\$141,080.70)	\$575,308.09	\$0.00

Tourism Contracts	Amount	Currently Expires	
Lake Placid Advertisers Workshop - Broadcast Media/Social Media	1,000,000.00	12/31/21	option to renew 3 add'l years
	under .481 Promotion		
Matching Funds	80,000.00		yearly contract
BBG&G	82,470.00	6/30/23	with option to renew for 2 additional years
Working Pictures	108,835.00	12/31/22	with option to renew for 1 additional year
Smith Travel Research	4,860.00	12/31/22	yearly contract
Famous Destination Marketing, Inc.	19,500.00	12/31/22	with option to renew for 3 additional years
Brochure Distribution contracts - miscellaneous locations*	14,000.00	12/31/22	yearly contracts
Contents/Photos/Freelancers	10,785.00	12/31/22	yearly contracts
Social Media Influencers	10,000.00	12/31/22	yearly contract
Travel Guide	80,000.00	12/31/22	yearly contract
Seasonal Guides	15,000.00		
Total Contracts	425,450.00		
Brochure Distribution contracts - miscellaneous locations* in 2019			
did not distribute at all locations in 2020 & 2021 due to the pandemic)			yearly contracts
3127494 Canada Inc.	600.00		
1000 Islands - I 81 Southbound	65.00		
Chamber of Southern Saratoga - Exit 9	1,525.00		
Chautauqua Cty Visitor's Bureau	250.00		
CONY shows	1,800.00		
Getaways on Display	250.00		
Henry Hudson Tours (DONYS)	3,995.00		
Niagara Majestic	795.00		
NJ Armed Forces Leisure & Travel Expo	50.00		
NYSTIA shows	3,100.00		
Pennsylvania on Display	600.00		
Preble - (Center State Corp.)	400.00		
ROOST -Lake Placid Chamber of Commerce	300.00		
Saratoga Convention & Tourism	150.00		
	<u>13,880.00</u>		

2023 Salary Schedule (Position Budgeting)
Tourism

Empl. #	Name	Position	Annual Earnings	Empl. Type	Benefit Group	Hire Date
	Jan1 Grade & Rate	Ann. Grade & Rate				
10556	Brand, Tanya 11-19 / \$28.31	Group Tour/Convention PR 11-20 / \$28.55	\$59,236.00	Full Time	CSEA/FT	4/23/2003
11255	Cafaro, Magdalena 03-15 / \$22.13	Keyboard Specialist #1 03-16 / \$22.13	\$17,261.00	Less than Half	Less than P/T	2/13/2007
13660	Ellis, Jaynie 09-00 / \$22.16	Communications Asst. - Tourism 09-01 / \$22.47	\$46,536.00	Full Time	CSEA/FT	4/13/2022
11551	Girard, Peter N/A / \$40.29	Creative Director N/A / \$40.29	\$83,809.00	Full Time	Out of UnitFT	9/22/2008
9949	Grant, Leisa 10-22 / \$28.19	Principal Account Clerk PD Temp N/A / \$28.19	\$0.00	Temporary	Per Diem	4/4/2022
13534	Hanifin, Kristen N/A / \$32.34	Tourism Dev & Events Coordinator N/A / \$32.34	\$67,263.00	Full Time	Out of UnitFT	4/26/2021
13406	O'Brien, Kacey 12-03 / \$24.59	Communications Specialist 12-04 / \$24.97	\$51,179.00	Full Time	CSEA/FT	12/11/2019
13187	Tackett, Paul N/A / \$24.65	Assistant Tourism Coordinator N/A / \$24.65	\$51,268.00	Full Time	Out of UnitFT	5/14/2018
	N/A / \$43.65	Director of Tourism N/A / \$43.65	\$90,783.00			
	N/A / \$0.00	Tourism-Overtime N/A / \$0.00	\$1,000.00			
		10	\$468,335.00			

2023 BUDGET - PERSONNEL REQUEST

DEPARTMENT NAME: TOURISM

BUDGET CODE: A.6417.0001 130

Title of Position: Principal Account Clerk – PD/Temp

FOR NEW POSITIONS

- (a) Annual Base Salary (and Grade if Applicable): Click or tap here to enter text.
- (b) List any position(s) in the Department's Table of Organization being DELETED as a result of this request (Include annual Salary and grade if applicable): Click or tap here to enter text.
- (c) Is this a mandated position? If so, please explain: Click or tap here to enter text.
- (d) Is there expected Revenue from this position? If so, please explain: Click or tap here to enter text.

FOR OTHER PERSONNEL REQUESTS (Change in Employee Status FT/PT/Temp/Per Diem, Change in Non-bargaining Salary Grade)

- (a) Description of Change: Extend Part-Time Per Diem position until 12/31/23 for Leisa Grant
- (b) Projected change in Salary Dollars: 2023 Grade 10/Step 22 rate \$28.1942/hour; subject to maximum of \$35,000
- (c) Is there expected Revenue impact from this change? If so, please explain: No

PERSONNEL OFFICER AND HUMAN RESOURCE DIRECTOR REVIEW
(Must be initialed before being presented to Budget Team)

Personnel Officer has Reviewed/Approved this form when initialed:

HR Director has Reviewed/Approved this form when initialed:

Don 8/16/22
AG 8/16/22
TEMP

PRINCIPAL ACCOUNT CLERK- TOURISM
(Temporary Per-Diem)

DISTINGUISHING FEATURES OF THE CLASS: An incumbent in this position is responsible for independently performing difficult and complex account keeping functions in the Tourism Department as well as for the Occupancy Tax Committee and Park Operations & Management Committee. The work is performed under general supervision in accordance with outlined policies or procedures allowing for independent judgment in planning and carrying out the details of the work. Difficult technical or policy problems are referred to the Director for decision making or review of recommendations. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

For the Tourism Department and Occupancy Tax Committee:

Plans and performs the processes relating to maintaining and checking a wide variety of financial records and reports;
Oversees and assists in the classification of a complex variety of receipts and expenditures and the distribution of costs according to prescribed codes;
Performs the audit of varied accounts, claims and records and the preparation of reports thereon;
Performs the compilation, preparation and analysis of a variety of complex financial and statistical records and reports;
Assists in the preparation of annual operating budgets and ensures the maintenance of necessary financial controls;
Assists in the preparation of five-year projection reports;
Reviews contract terms for compliance with payment terms, proof of insurance, county policies, etc.;
Processes purchase orders and related reports;
Conducts correspondence in connection with financial matters;
May attend meetings and draft related resolutions;
Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;
Performs related work as assigned.

For Park Operations & Management Committee:

Assists the Village of Lake George in obtaining necessary documentation for rental of Festival Space including insurance and payment;
Attends Committee meetings;
Prepares resolutions.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Thorough knowledge of current methods used in keeping and checking financial records and reports;
Thorough knowledge of office terminology, procedures and equipment;
Thorough knowledge of business English;
Good knowledge of current general and government accounting;
Proficiency in the use of computer applications such as spreadsheets, word processing, calendar, e-mail and computer applications used for accounting and financial management;

Ability to plan, assign and supervise the work of account keeping and clerical assistants;
Ability to understand and carry out complex oral and written directions;
Ability to make arithmetic computations rapidly and accurately;
Ability to prepare correspondence and reports;
Ability to secure the cooperation of others;
Ability to deal effectively with the public;
Ability to readily acquire familiarity with departmental organization, functions, laws, policies and regulations;
Sound judgment in solving complex account keeping problems;
A high degree of accuracy, initiative and resourcefulness;
Initiative, tact; courtesy; integrity.

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma and:

- A. Bachelor's Degree or higher in accounting, finance, business administration or related field;
or
- B. Associate's Degree in accounting, finance, business administration or related field and two (2) years of years progressively responsible experience in maintaining financial accounts and records; or
- C. Four (4) years of progressively responsible experience in maintaining financial accounts and records.

NOTE: Education beyond the secondary level must be obtained from an institution that is a regionally accredited or New York State registered college or university.

WC: 2004; 2022
JC: Competitive

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 9/26/22

- (a) Purpose of Request: to continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for January 1, 2023 - December 31, 2023.

- (b) Details: This was bid in October 2020. The contract was to begin on January 1, 2021 through December 31, 2021 with an option to extend for three additional years. The resolution was originally written incorrectly for just one year. This is the second extension of that contract.

- (c) Previous Resolution Number: Res# 492 of 2021

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 481 - Tourism Promotion \$1,250,000

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 492 OF 2021

RESOLUTION INTRODUCED BY SUPERVISORS GERAGHTY, MERLINO, BRAYMER, WILD, HOGAN, BEATY AND STROUGH

AUTHORIZING EXTENSION OF AGREEMENT WITH LAKE PLACID ADVERTISERS WORKSHOP, INC. TO PROVIDE BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE TOURISM DEPARTMENT (WC 45-20)

RESOLUTION AMENDED FROM THE FLOOR

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an extension agreement (previous contract authorized by Resolution No. 426 of 2020) with Lake Placid Advertisers Workshop, Inc., 44 Hadjis Way, Lake Placid, New York 12946, to provide broadcast and digital media buying services for the Tourism Department (WC 45-20), for a term commencing January 1, 2022 and terminating December 31, 2022, in an amount not to exceed One Million Two Hundred Fifty Thousand Dollars (\$1,250,000), in a form approved by the County Attorney, and be it further

RESOLVED, that said agreement will include a requirement for Lake Placid Advertisers Workshop, Inc. to provide letters relative to the work program and outlining the related expenses, which must be authorized by the Tourism Committee before such work may proceed, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 481 Tourism/Occupancy, Tourism, Tourism Promotion.