

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: SEPTEMBER 26, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
BRAYMER
RUNYON
LEGETT

COMMITTEE MEMBERS ABSENT:

SUPERVISORS WILD
STROUGH

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

ALFRED SNOW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISOR SEEBER
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
JESSE JACKSON, EXECUTIVE DIRECTOR, LAKE GEORGE RADIO
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
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 September 26, 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>

Mr. Merlino called the meeting of the Tourism Committee to order at 2:47 p.m.

Motion was made by Mr. Dickinson, seconded by Ms. Runyon and carried by unanimous vote of those present (*Messrs. Wild and Strough 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.*

Mr. Merlino introduced Alfred Snow as the new Tourism Director; Mr. Snow commenced review of the Discussion Items portion of the agenda with Item a. and provided a review of the assessment of submissions for WC 33-22 RFP for Tourism Revitalization and Rejuvenation Services, as well as a summary of the applications.

Mr. Dickinson exited the meeting at 2:53 p.m. and re-entered the meeting at 2:57 p.m.

Skipping ahead to the Action Agenda/New Business Items portion of the agenda, Mr. Snow stated concerning Item a. (to continue the contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for an additional year), he would prefer to hold off until he had the opportunity to meet with representatives of the organization and do a thorough analysis of what the contract entailed.

Returning to Discussion Item b. Leisa Grant, *Principal Account Clerk*, reviewed the 2023 Tourism Budget request.

Mr. Merlino called for public comment; Ms. Seeber commented the role of the Lake George Regional Chamber of Commerce & CVB had always been able to attract tourists and she suggested releasing an RFP (*Request for Proposal*) for broadcast and digital media buying services instead of continuing to renew a contract with the same advertising agency. Gina Mintzer, *Executive Director, Lake George*

Regional Chamber of Commerce & CVB, made the comment that Lake George's biggest competitor was Lake Placid and she urged the Committee to keep in mind the biggest competitor used the same advertiser, Lake Placid Advertisers Workshop, Inc. which was also located in Lake Placid.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Wild and Strough absent*), Mr. Merlino adjourned the meeting at 3:17 p.m.

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