



**Tourism Committee
Warren County Tourism Department
AGENDA
October 24, 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.

- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of the September 26, 2022 Tourism Committee Meeting.
 - III. Privilege of the floor and Public comment
 - IV. Action Agenda/New Business Items:
 - 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. Discussion Items:
 - a. Tourism Department Marketing and Program Overview: Al Snow, Director
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: 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.

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.