

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: OCTOBER 24, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
BRAYMER
WILD
RUNYON
STROUGH
LEGETT

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
ALFRED SNOW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PETER GIRARD, CREATIVE DIRECTOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISOR MAGOWAN
JESSE JACKSON, LAKE GEORGE TV
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the October 24, 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 1:24 p.m.

Motion was made by Mr. Dickinson, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Leggett absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agendas were distributed; a copy of the agenda is on file with the meeting minutes.

Mr. Leggett entered the meeting at 1:26 p.m.

Commencing the Tourism agenda review, Committee entertained a request to authorize continuation of the contract with Lake Placid Advertisers Workshop Inc. to provide broadcast and digital media buying services to commence January 1, 2023 and terminate December 31, 2023. (*Previous Resolution 492 of 2021*).

Motion was made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously to approve the request as presented and the necessary resolution was authorized for the November 18th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Moving on to the Items for Discussion portion of the agenda, Alfred Snow, *Director of Tourism*, reviewed a handout outlining demand and revenue trends, a copy of which is on file with the meeting minutes. He also provided an overview of the upcoming travel shows he would be attending in New York City.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously, Mr. Merlino adjourned the meeting at 1:47 p.m.

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