

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: NOVEMBER 21, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
BRAYMER
WILD
RUNYON
STROUGH
LEGGETT

COMMITTEE MEMBER ABSENT:

SUPERVISOR DICKINSON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

PAUL TACKETT, ASSISTANT TOURISM COORDINATOR/INTERIM OFFICE
MANAGER

PETER GIRARD, CREATIVE DIRECTOR

LEISA GRANT, PRINCIPAL ACCOUNT CLERK

KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD

LARRY ELMEN, COUNTY ATTORNEY

SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS GERACI

MAGOWAN

SEEBER

WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS

MICHAEL R. SWAN, COUNTY TREASURER

BOB DILLON, ADIRONDACK STRATEGIC MARKETING

LAURA KOHLS, COURTYARD BY MARRIOTT

JESSE JACKSON, EXECUTIVE DIRECTOR, LAKE GEORGE RADIO

ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS

SAM LUCIANO, GENERAL MANAGER, FORT WILLIAM HENRY

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*SEE SIGN IN SHEET FOR ADDITIONAL MEETING ATTENDEES

Please note, the following contains a summarization of the November 21, 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 12:43 p.m.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by unanimous vote of those present (*Messrs. Dickinson and Leggett 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; *a copy of the agenda is on file with the minutes.*

Mr. Merlino called for public comment:

Laura Kohls, *Courtyard by Marriott*, extended appreciation on behalf of the business community for the continued dedication and efforts from the Committees and Tourism Department. She offered for the business community to assist the Tourism Department short-term during the absence of a Tourism Director by forming a business work group similar to the group formed during the COVID pandemic.

The Committee reviewed the Action Agenda/New Business Items portion of the agenda which included the following request:

- a. To authorize a transfer of funds amongst various budget codes totaling \$18,500 to cover additional work in field for staff due to the Principal Account Clerk retiring full - time to become a part - time employee.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by a unanimous vote of those present (*Messrs. Dickinson and Leggett absent*) to approve the request as outlined above and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Leisa Grant, *Principal Account Clerk*, presented a request not included on the agenda to amend Resolution No. 410 of 2022 to delete the fourth and sixth paragraphs specifically naming Paul Tackett as Project Director and change the wording in the sixth paragraph to add "*starting in the 2023 Matching Funds year, without further need of resolution*" as requested by Empire State Development.

Motion was made by Mr. Wild and seconded by Ms. Runyon to approve the request as presented; following discussion, Mr. Merlino called the question and the motion carried by a unanimous vote of those present (*Messrs. Dickinson and Leggett absent*) to approve the request and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Mr. Leggett entered the meeting at 12:50 p.m.

A lengthy discussion ensued with regard to the content included in the resignation letter from Alfred Snow, *former Tourism Director*, and the Committee members request to obtain a copy of the letter to view concerns he had addressed within the letter regarding the Lake George Regional Chamber of Commerce & CVB contract.

Motion was made by Ms. Braymer to withhold the distribution of funds approved at the November 18, 2022 Board meeting for the Lake George Regional Chamber of Commerce & CVB. Larry Elmen, *County Attorney*, stated because of the resolution passed by the Board of Supervisors, the Committee could not change the distribution; however, he noted, his office had not yet drafted the contract for 2023. Supervisor Craig Leggett, *Acting County Administrator*, notified he had just sent a copy of the resignation letter to the Board of Supervisors to review. Mr. Merlino apprised an Occupancy Tax Coordination Committee meeting would be held in December to allow the Committee time to review the letter and address concerns at that time. He informed a meeting had taken place between himself, the Acting County Administrator and the Chairman of the Board and it had been determined Paul Tackett, *Assistant Tourism Coordinator*, would be in charge with Peter Girard, *Creative Director*, second in charge until a new Tourism Director was hired.

Privilege of the floor was extended to anyone wishing to address the Committee on any matter:

Bob Dillon, *Adirondack Strategic Marketing*, expressed his concerns regarding the hiring process of the Tourism Director.

Mr. Tackett provided a brief Department update.

Ms. Braymer requested Workshop be present at a future meeting to answer the Committee's questions regarding the contract the Committee approved at the October 24, 2022 Tourism meeting.

Mr. Girard provided a brief update on the winter/holiday event content the staff was working on.

Mr. Merlino requested Sam Luciano, *Fort William Henry*, provide input on website changes that he had discussed with Mr. Snow prior to his departure. Mr. Luciano expressed his interest in the business community working with the Tourism Department and he requested they be allowed to

review the list included in Mr. Snow's resignation letter to move forward in coordination with the Tourism Department.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Wild, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson absent*), Mr. Merlino adjourned the meeting at 1:17 p.m.

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