

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: JANUARY 23, 2023**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: DICKINSON  
MERLINO  
WILD  
GERACI  
RUNYON  
DIAMOND

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:  
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
PETER GIRARD, CREATIVE DIRECTOR  
KEVIN GERAGHTY, CHAIRMAN OF THE BOARD  
JOHN TAFLAN, COUNTY ADMINISTRATOR  
LARRY ELMEN, COUNTY ATTORNEY  
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD  
SUPERVISOR MAGOWAN  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
MICHAEL R. SWAN, COUNTY TREASURER  
WALT ADAMS, OPERATIONS MANGER, LOUD MEDIA LLC  
TYLER HERRICK, MANAGER, QUEENSBURY HOTEL  
JESSE JACKSON, EXECUTIVE DIRECTOR, LAKE GEORGE TV  
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

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**COMMITTEE MEMBER ABSENT:**

SUPERVISOR: STROUGH

*Please note, the following contains a summarization of the January 23, 2023 meeting of the Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <https://warrencountyny.gov/mma>*

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 1:00 p.m.

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Mr. 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; *a copy of the agenda is on file with the minutes.*

The meeting commenced with a review of the Discussion Items portion of the agenda which consisted of a review of the Treasurer's Report.

Next, Committee reviewed the Action/New Business Items portion of the agenda in the following order:

- c. Revisit Lake George Radio Request - Walt Adams, *Operation Manager, Loud Media LLC*, provided a brief presentation with regard to the Loud Media proposal and answered questions posed by the Committee.

Motion was made by Mr. Geraci and seconded by Ms. Runyon to approve the request as presented; following discussion, Mr. Dickinson called the question and the motion carried with a unanimous vote of those present (*Mr. Strough absent*) to approve the award and authorize agreement with Loud Media LLC to create a weekly Warren County radio feature that airs five times daily pursuant to the terms and provisions of the specifications (WC 33-22)

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and proposal and the necessary resolution was authorized for the February 17<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- a. To authorize the 2023 Spending Plan with agreements between Municipalities in Warren County for tourism promotion disbursements in the amount of \$450,000 and with the Adirondack Civic Center Coalition Inc., in the amount of \$250,000.

Motion was made by Mr. Wild and seconded by Mr. Merlino to approve the request as presented; following discussion, Messrs. Wild and Merlino amended their motions to authorize funding to the Adirondack Civic Center Coalition, Inc. contingent upon receipt of \$200,000 in ARPA funding from the City of Glens Falls. Mr. Dickinson called the question and the motion was carried by a unanimous vote of those present (*Mr. Strough absent*) to approve the request as outlined above and the necessary resolution was authorized for the February 17<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. Discuss Occupancy Tax Procedure - fund major events: Following discussion on events and applications a motion was made by Mr. Wild and seconded by Ms. Runyon to authorize agreement and funding to the top twelve events on the "Suggested Events to be sponsored by Warren County - Special Events funding - .480" hand out; a copy of which is on file with the minutes. Further discussion ensued following which Mr. Wild and Ms. Runyon withdrew their motions and it was the consensus of the Committee to table the item and schedule a workshop to hold further discussion.

Mr. Wild exited the meeting at 2:10 p.m.

- d. To amend Resolution No. 375 of 2022 to remove Glens Falls National Trust award of \$3,000 and authorize funding for Up Yonda Environmental Center in the amount of \$3,000 to support the Summer Nature programs.

Motion was made by Ms. Runyon, seconded by Mr. Merlino and was carried by a unanimous vote of those present (*Messrs. Wild and Strough absent*) to amend Resolution No. 375 of 2022 to remove Glens Falls National Trust award of \$3,000 and the necessary resolution was authorized for the February 17<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Messrs. Wild and Strough absent*) to authorize funding award in the amount of \$3,000 for Up Yonda Environmental Center to support the Summer Nature programs, with the award continuing on an annual basis until cancelled or materially changed commencing in 2023 and the necessary resolution was authorized for the February 17<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Wild re-entered the meeting at 2:12 p.m.

Committee determined the Occupancy Tax Coordination Workshop would be held on February 1, 2023 at 10:30 a.m.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Ms. Runyon, seconded by Mr. Wild and carried by a unanimous vote of those present (*Mr. Strough absent*), Mr. Dickinson adjourned the meeting at 2:15 p.m.

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