

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: FEBRUARY 22, 2023

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DIAMOND
RUNYON
FRASIER

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: DICKINSON
STROUGH
WILD

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
RYAN DICKEY, SECOND ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISOR MAGOWAN
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
JACKIE FIGUEROA, HUMAN RESOURCES DIRECTOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
TYLER HERRICK, MANAGER, QUEENSBURY HOTEL
JESSE JACKSON, LAKE GEORGE TV
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
LESLIE LOVELACE- SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the February 22, 2023 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 12:49 p.m.

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

The meeting commenced with the Privilege of the Floor and Public Comment:

Gina Mintzer, *Executive Director, Lake George Chamber of Commerce and CVB*, spoke regarding the results of a Bus Tour Promotion which had changed since the COVID-19 pandemic, indicating they used an old database from 2021 that since had been updated, along with attending a trade show in Detroit, Michigan where they saw a resurgence of interest since some bus companies had gone out of business and others had merged.

The Discussion Items section of the agenda was reviewed with the following item being addressed:

1. Creative Director Peter Girard to update the Committee on discussion with Simpleview- Mr. Girard advised the County bid for website design every 5th year, adding they were looking to change the platform to a sole source provider to do website CMS (*Content Management System*) from a competitive bid to lock into a long term relationship to prevent needless site rebuild and a longer term initiative to build a bigger and more robust website.

He explained the process of sole source subscription costs and how they would alleviate a lot of issues.

Following, consensus of the Committee was for Mr. Girard to bring more information back to the next meeting.

Mr. Merlino indicated executive session was needed. Ryan Dickey, *Second Assistant County Attorney*, stated the reason for the executive session was to discuss the medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation, pursuant to Section 105(1)(f) of the Public Officer's Law.

Motion was made by Mr. Diamond, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Dickinson, Strough and Wild absent*) to enter into an executive session
Executive session was held from 1:08 p.m. until 1:21 p.m.

Upon reconvening, Mr. Merlino announced that no action had been taken during the executive session.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Diamond, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Dickinson, Strough and Wild absent*), Mr. Merlino adjourned the meeting at 1:22 p.m.

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