

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM**

**DATE: APRIL 25, 2023**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DICKINSON  
DIAMOND  
STROUGH  
WILD  
RUNYON  
FRASIER

**OTHERS PRESENT:**

REPRESENTING LAKE PLACID ADVERTISER WORKSHOP INC.  
TIM KELLEHER, PRESIDENT  
ALLIE WITHEE, MANAGER SEARCH & PAID MEDIA  
CAROLYN BORDONARO, ACCOUNT EXECUTIVE  
REPRESENTING THE TOURISM DEPARTMENT:  
HEATHER BAGSHAW, DIRECTOR  
PETER GIRARD, CREATIVE DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
JOHN TAFLAN, COUNTY ADMINISTRATOR  
LARRY ELMEN, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
FRANK E. THOMAS, BUDGET OFFICER  
SUPERVISORS DRISCOLL  
MAGOWAN  
TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS  
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,  
EXECUTIVE DIRECTOR  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

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*Please note, the following contains a summarization of the April 25, 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 12:42 p.m.

Motion was made by Mr. Strough, seconded by Mr. Dickinson and carried unanimously 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. Merlino introduced Heather Bagshaw as the new Tourism Director.

Privilege of the Floor and Public Comments were called for, but there was no one wishing to speak.

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

1. Workshop Presentation-Summer 2023 Media Buy- Lake Placid Advertiser Workshop, Inc. representatives were in attendance to present.

An executive session was requested; Larry Elmen, *County Attorney*, indicated the purpose 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. Wild, seconded by Ms. Runyon and carried by a majority vote, with Mr. Diamond voting in

opposition, to enter into executive session.

Consensus of the Committee was to allow Gina Mintzer, *Lake George Chamber of Commerce and CVB, Executive Director*, to remain in attendance during executive section.

Executive session was held from 12:48 p.m. until 1:10 p.m.

Upon reconvening, Mr. Merlino noted consensus of the Committee was to move forward with the Tourism 2023 Summer Campaign, provided by Lake Placid Advertiser Workshop, Inc.

The Referral Items portion of the agenda was reviewed with the following item being addressed:

1. The Committee tabled the discussion with the County Administrator regarding the structure of the Tourism Department until the next meeting. No update was provided.

Privilege of the Floor and Public Comments were called for, but there was no one wishing to speak.

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 1:12 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist