



**Tourism Committee AGENDA  
September 28, 2023**

Committee Members: MERLINO, Dickinson, Diamond, Strough, Wild, Runyon and Frasier

*Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.*

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- I. Committee meeting called to order by Chairman Merlino.
  - II. Motion to approve minutes of the August 23, 2023 Tourism Committee meeting.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items: None
  - V. Discussion Items:
    - a. Tourism Department Budget Review 2024
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Tourism Department Budget 2024

PLEASE NOTE: THIS FORM MUST BE ACCOMPANIED BY ALL DETAILED BUDGET SHEETS

**WARREN COUNTY BUDGET SUMMARY SHEET**

**PRIOR YEAR EXPENDITURES AND REQUEST FOR 2024 APPROPRIATIONS**

**REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS**

NAME OF DEPARTMENT: Tourism/Occupancy - Tourism  
 BUDGET ACCOUNT CODE: A.6417 0001

OBJECT CODES	2022 EXPENDITURES	2023 ADOPTED	2023 AMENDED	2024 DEPARTMENT REQUESTS
100's PERSONAL SERVICES	\$447,247.13	\$520,495.00	\$523,141.81	\$511,929.00
200's EQUIPMENT	\$3,634.79	\$2,000.00	\$9,500.00	\$2,000.00
400's CONTRACTUAL	\$1,606,017.25	\$1,852,725.00	\$1,912,165.00	\$2,038,316.00
800's EMPLOYEE BENEFITS	\$159,477.60	\$189,473.00	\$189,978.20	\$142,448.00
<b>TOTALS</b>	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$2,694,693.00</b>

2022 REVENUES	2023 ADOPTED REVENUES	2023 AMENDED REVENUES	2024 DEPARTMENT REQUESTS
\$2,216,376.77	\$2,464,963.00	\$2,464,963.00	\$2,694,693.00

SIGNED:   
 DEPARTMENT HEAD  
 TITLE: Tourism Director  
 DATE: 8/30/2023

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund A - General						
REVENUE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Non-Property Tax Items</i>						
1113	Tax - Hotel Room Occupancy	2,151,654.77	2,374,963.00	2,374,963.00	2,454,180.34	2,564,693.00
	<i>Non-Property Tax Items Totals</i>	<b>\$2,151,654.77</b>	<b>\$2,374,963.00</b>	<b>\$2,374,963.00</b>	<b>\$2,454,180.34</b>	<b>\$2,564,693.00</b>
<i>Departmental Income</i>						
2089	Tourism	7,200.00	10,000.00	10,000.00	6,400.00	50,000.00
	<i>Departmental Income Totals</i>	<b>\$7,200.00</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>\$6,400.00</b>	<b>\$50,000.00</b>
<i>State Aid</i>						
3715	Tourism Promotion	57,522.00	80,000.00	80,000.00	56,157.00	80,000.00
	<i>State Aid Totals</i>	<b>\$57,522.00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>	<b>\$56,157.00</b>	<b>\$80,000.00</b>
	Sub Department 0001 - Tourism Totals	<b>\$2,216,376.77</b>	<b>\$2,464,963.00</b>	<b>\$2,464,963.00</b>	<b>\$2,516,737.34</b>	<b>\$2,694,693.00</b>
	Department 6417 - Tourism/Occupancy Totals	<b>\$2,216,376.77</b>	<b>\$2,464,963.00</b>	<b>\$2,464,963.00</b>	<b>\$2,516,737.34</b>	<b>\$2,694,693.00</b>
	REVENUE TOTALS	<b>\$2,216,376.77</b>	<b>\$2,464,963.00</b>	<b>\$2,464,963.00</b>	<b>\$2,516,737.34</b>	<b>\$2,694,693.00</b>

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Personal Services</i>						
110	Salaries - Regular	415,027.07	467,234.00	469,880.81	186,937.11	458,667.00
120	Salaries - Overtime	1,751.40	1,000.00	1,000.00	1,615.70	1,000.00
130	Salaries - Part Time	30,468.66	52,261.00	52,261.00	26,926.38	52,262.00
<i>Personal Services Totals</i>		<b>\$447,247.13</b>	<b>\$520,495.00</b>	<b>\$523,141.81</b>	<b>\$215,479.19</b>	<b>\$511,929.00</b>
<i>Equipment</i>						
210	Furniture/Furnishings	3,044.45	1,000.00	3,300.00	.00	1,000.00
220	Office Equipment	590.34	1,000.00	6,200.00	5,351.74	1,000.00
<i>Equipment Totals</i>		<b>\$3,634.79</b>	<b>\$2,000.00</b>	<b>\$9,500.00</b>	<b>\$5,351.74</b>	<b>\$2,000.00</b>
<i>Contractual Expense</i>						
410	Supplies	1,528.11	2,800.00	2,800.00	1,700.68	2,800.00
423	Telephone	1,365.50	1,500.00	1,500.00	758.48	1,500.00
424	Postage	9,247.69	15,000.00	15,000.00	5,061.22	15,703.00
426	Subscriptions	6,927.15	6,730.00	7,915.17	7,815.17	9,750.00
427	Memberships & Dues	1,710.00	2,245.00	2,245.00	750.00	6,935.00
428	Data Processing & Internet Fees	22,603.00	22,700.00	22,700.00	17,060.00	22,660.00
444	Travel/Education/Conference	4,000.70	3,000.00	3,000.00	.00	22,500.00
470	Contract	373,342.52	525,450.00	583,704.83	103,415.50	510,768.00
481	Tourism Promotion	1,185,292.58	1,273,300.00	1,273,300.00	653,405.90	1,445,700.00
<i>Contractual Expense Totals</i>		<b>\$1,606,017.25</b>	<b>\$1,852,725.00</b>	<b>\$1,912,165.00</b>	<b>\$789,966.95</b>	<b>\$2,038,316.00</b>
<i>Employee Benefits</i>						
810	Retirement	50,206.43	54,140.00	54,442.72	25,766.35	55,631.00
830	Social Security	26,754.50	32,271.00	32,435.10	13,110.62	28,785.00
831	Medicare Contribution	6,257.07	7,547.00	7,585.38	3,066.22	6,733.00
860	Hospitalization	54,737.45	69,169.00	69,169.00	10,286.12	28,626.00
865	Dental Insurance	881.20	1,176.00	1,176.00	272.58	600.00
<i>Employee Benefits Totals</i>		<b>\$138,836.65</b>	<b>\$164,303.00</b>	<b>\$164,808.20</b>	<b>\$52,501.89</b>	<b>\$120,375.00</b>
<i>Other Benefits</i>						
840	Workmen's Compensation	2,029.00	2,310.00	2,310.00	2,310.00	2,515.00

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Other Benefits</i>						
861	Retirees Hospitalization	18,312.90	22,110.00	22,110.00	10,197.28	17,308.00
862	Health Insurance Cost Reimbursement	299.05	750.00	750.00	912.13	2,250.00
	<i>Other Benefits Totals</i>	<b>\$20,640.95</b>	<b>\$25,170.00</b>	<b>\$25,170.00</b>	<b>\$13,419.41</b>	<b>\$22,073.00</b>
	Sub Department 0001 - Tourism Totals	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$1,076,719.18</b>	<b>\$2,694,693.00</b>
	Department 6417 - Tourism/Occupancy Totals	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$1,076,719.18</b>	<b>\$2,694,693.00</b>
	EXPENSE TOTALS	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$1,076,719.18</b>	<b>\$2,694,693.00</b>
	Fund A - General Totals					
	REVENUE TOTALS	<b>\$2,216,376.77</b>	<b>\$2,464,963.00</b>	<b>\$2,464,963.00</b>	<b>\$2,516,737.34</b>	<b>\$2,694,693.00</b>
	EXPENSE TOTALS	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$1,076,719.18</b>	<b>\$2,694,693.00</b>
	Fund A - General Totals	<b>\$0.00</b>	<b>(\$99,730.00)</b>	<b>(\$169,822.01)</b>	<b>\$1,440,018.16</b>	<b>\$0.00</b>
	Net Grand Totals					
	REVENUE GRAND TOTALS	<b>\$2,216,376.77</b>	<b>\$2,464,963.00</b>	<b>\$2,464,963.00</b>	<b>\$2,516,737.34</b>	<b>\$2,694,693.00</b>
	EXPENSE GRAND TOTALS	<b>\$2,216,376.77</b>	<b>\$2,564,693.00</b>	<b>\$2,634,785.01</b>	<b>\$1,076,719.18</b>	<b>\$2,694,693.00</b>
	Net Grand Totals	<b>\$0.00</b>	<b>(\$99,730.00)</b>	<b>(\$169,822.01)</b>	<b>\$1,440,018.16</b>	<b>\$0.00</b>

2024 Salary Schedule (Position Budgeting)  
Tourism

Empl. #	Name	Position	Annual Earnings	Empl. Type	Benefit Group	Hire Date
	Jan1 Grade & Rate	Ann. Grade & Rate				
13784	Bagshaw, Heather N/A / \$44.74	Director of Tourism N/A / \$44.74	\$93,053.00	Full Time	Out of UnitFT	4/24/2023
11255	Cafaro, Magdalena 03-16 / \$22.13	Keyboard Specialist #1 03-17 / \$22.13	\$17,262.00	Less than Half	Less than P/T	2/13/2007
13660	Ellis, Jaynie 09-01 / \$22.47	Communications Asst. - Tourism 09-02 / \$22.81	\$47,221.00	Full Time	CSEA/FT	4/13/2022
11551	Girard, Peter N/A / \$44.12	Creative Director N/A / \$44.12	\$91,767.00	Full Time	Out of UnitFT	9/22/2008
9949	Grant, Leisa 10-22 / \$28.19	Principal Account Clerk - PD N/A / \$28.19	\$35,000.00	Per Diem	Per Diem	4/4/2022
13406	O'Brien, Kacey 12-04 / \$24.97	Communications Specialist 12-05 / \$27.03	\$52,096.00	Full Time	CSEA/FT	12/11/2019
13187	Tackett, Paul N/A / \$32.91	Tourism Coordinator N/A / \$32.91	\$68,450.00	Full Time	Out of UnitFT	5/14/2018
		Assistant Tourism Coordinator N/A / \$28.08	\$58,413.00			
		Principal Account Clerk N/A / \$22.92	\$47,667.00			
		Tourism-Overtime N/A / \$0.00	\$1,000.00			
		<b>10</b>	<b>\$511,929.00</b>			

## 2024 BUDGET - PERSONNEL REQUEST

DEPARTMENT NAME: Tourism Department

BUDGET CODE: A.6417.0001.110

Title of Position: Social Media Manager

### FOR NEW POSITIONS

- (a) Annual Base Salary (and Grade if Applicable): Grade 15-4 \$55,818
- (b) List any position(s) in the Department's Table of Organization being DELETED as a result of this request (Include annual Salary and grade if applicable): NA
- (c) Is this a mandated position? If so, please explain: No
- (d) Is there expected Revenue from this position? If so, please explain: No

### FOR OTHER PERSONNEL REQUESTS (Change in Employee Status FT/PT/Temp/Per Diem, Change in Non-bargaining Salary Grade)

- (a) Description of Change: Click or tap here to enter text.
- (b) Justification for Request: Click or tap here to enter text.
- (c) Projected change in Salary Dollars: Click or tap here to enter text.
- (d) Is there expected Revenue impact from this change? If so, please explain: Click or tap here to enter text.

### PERSONNEL OFFICER AND HUMAN RESOURCE DIRECTOR REVIEW

(Must be initialed before being presented to Budget Team)

Personnel Officer has Reviewed this form when initialed: *PCW 8/30/23*

HR Director has Reviewed this form when initialed: *AP 8/30/23*

**2024 BUDGET - PERSONNEL REQUEST**

DEPARTMENT NAME: Tourism Department

BUDGET CODE: A.6417.0001.120

Title of Position: Overtime

FOR NEW POSITIONS

- (a) Annual Base Salary (and Grade if Applicable): \$5,000
  
- (b) List any position(s) in the Department's Table of Organization being DELETED as a result of this request (Include annual Salary and grade if applicable): NA
  
- (c) Is this a mandated position? If so, please explain: No
  
- (d) Is there expected Revenue from this position? If so, please explain: No

FOR OTHER PERSONNEL REQUESTS (Change in Employee Status FT/PT/Temp/Per Diem, Change in Non-bargaining Salary Grade)

- (a) Description of Change: Click or tap here to enter text.
  
- (b) Justification for Request: Click or tap here to enter text.
  
  
  
  
  
  
  
  
  
  
- (c) Projected change in Salary Dollars: Click or tap here to enter text.
  
  
- (d) Is there expected Revenue impact from this change? If so, please explain: Click or tap here to enter text.

PERSONNEL OFFICER AND HUMAN RESOURCE DIRECTOR REVIEW  
(Must be initialed before being presented to Budget Team)

Personnel Officer has Reviewed this form when initialed: *[Signature]* 8/30/23  
HR Director has Reviewed this form when initialed: *[Signature]* 9/1/23

## 2024 BUDGET - PERSONNEL REQUEST

DEPARTMENT NAME: Tourism Department

BUDGET CODE: A.6417.0001.110

Title of Position: Creative Director

### FOR NEW POSITIONS

- (a) Annual Base Salary (and Grade if Applicable): \$71,166 (OOU14)
- (b) List any position(s) in the Department's Table of Organization being DELETED as a result of this request (Include annual Salary and grade if applicable): NA
- (c) Is this a mandated position? If so, please explain: No
- (d) Is there expected Revenue from this position? If so, please explain: No

### FOR OTHER PERSONNEL REQUESTS (Change in Employee Status FT/PT/Temp/Per Diem, Change in Non-bargaining Salary Grade)

- (a) Description of Change: Click or tap here to enter text.
- (b) Justification for Request: Click or tap here to enter text.
- (c) Projected change in Salary Dollars: Click or tap here to enter text.
- (d) Is there expected Revenue impact from this change? If so, please explain: Click or tap here to enter text.

### PERSONNEL OFFICER AND HUMAN RESOURCE DIRECTOR REVIEW

(Must be initialed before being presented to Budget Team)

Personnel Officer has Reviewed this form when initialed: *pdw 9/28/23*

HR Director has Reviewed this form when initialed: *1/29/28/23*

**Tourism Contracts**

	<b>Amount</b>	<b>Currently Expires</b>	
Lake Placid Advertisers Workshop - Broadcast Media/Social Media	<b>1,000,000.00</b>	12/31/23	
	<b>under .481 Promotion</b>		
Matching Funds	80,000.00		yearly contract
Webmaster - Simpleview	40,000.00		
SEO - new TBD	40,000.00		
Video Production (currently Working Pictures)	125,000.00	12/31/23	
Smith Travel Research	6,000.00	12/31/23	yearly contract
Public Relations - new TBD	30,000.00		
Research	28,000.00		
Famous Destination Marketing, Inc.	19,500.00	12/31/23	with option to renew for 2 additional years
Brochure Distribution contracts - miscellaneous locations*	22,268.00	12/31/23	yearly contracts
Contents/Photos/Freelancers	10,000.00	12/31/23	yearly contracts
Social Media Influencers	15,000.00	12/31/23	yearly contract
Travel Guide	95,000.00	12/31/23	yearly contract
<b>Total Contracts</b>	<b>.510,768.00</b>		