

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM**

**DATE: OCTOBER 24, 2023**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
DIAMOND  
WILD  
RUNYON

**COMMITTEE MEMBERS ABSENT:**

SUPERVISORS: DICKINSON  
STROUGH  
FRASIER

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:  
HEATHER BAGSHAW, DIRECTOR  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK  
PAUL TACKETT, TOURISM COORDINATOR  
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  
REPRESENTING LAKE PLACID ADVERTISER WORKSHOP INC.  
ALLIE WITHEE, MANAGER, SEARCH AND PAID MEDIA  
CAROLYNE BORDONARO, ACCOUNT EXECUTIVE  
TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,  
EXECUTIVE DIRECTOR  
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS  
FALLS  
GARY THORNQUIST, LAKE GEORGE RV PARK  
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD  
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

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*Please note, the following contains a summarization of the October 24, 2023 meeting of the Tourism Committee; the meeting in its entirety can be viewed on the Warren County website using the following links*

*Warren County website - <https://warrencountyny.gov/mma>*

*Warren County's YouTube Channel - <https://www.youtube.com/watch?v=8rTNYcIBkDA>*

Mr. Merlino called the meeting of the Tourism Committee to order at 1:04 p.m. Due to a lack of Committee member attendance, Chairman Geraghty served to make a quorum of the Committee.

Motion was made by Ms. Runyon, seconded by Mr. Diamond and carried by a unanimous vote of those present (*Messrs. Dickinson, Strough and Mrs. Frasier 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; a copy of the agenda is on file with the meeting minutes.

Privilege of the floor and public comments were called for, but there was no one wishing to speak.

The meeting commenced with review of the Discussion Items section of the Tourism agenda, which included the following:

1. Tourism Department Budget review 2024 update - An organization chart was distributed to explain the changes within the department that was requested at a prior meeting.
2. Workshop- Winter Media Plan - Lake Placid Advertiser Workshop Inc. commenced with review of a handout entitled "Warren County Winter 2023 (Nov.-Dec.) Strategy" while answering questions posed by the Committee. *A copy of the handout is on file with the meeting minutes.*

Privilege of the floor and public comments were called for:

Gary Thornquist, *Lake George RV Park*, spoke regarding attendance being down at the RV park, Americade and the Warrensburg Garage Sale. He urged the Committee members to take closer look at Occupancy Tax awards.

Mr. Wild entered the meeting at 1:30 p.m. making a quorum of the Committee.

Following, a brief discussion ensued regarding Occupancy Tax awards and events. The Tourism Director indicated she would identify the economic impacts from past applicants.

As there was no further business to come before the Tourism Committee on motion made by Ms. Runyon and Seconded by Mr. Diamond, Mr. Merlino declared the meeting adjourned at 1:35 p.m.

Respectfully submitted,  
Molly Ganotes-Gleason, Legislative Office Specialist