

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: NOVEMBER 20, 2023

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DIAMOND
STROUGH
WILD
RUNYON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
HEATHER BAGSHAW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PAUL TACKETT, TOURISM COORDINATOR
MEGHAN COMITINI, INTERN
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
SUPERVISOR MAGOWAN
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: DICKINSON
FRASIER

Please note, the following contains a summarization of the November 20, 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=pVzKurXA2Jw>

Mr. Merlino called the meeting of the Tourism Committee to order at 12:34 p.m.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Motion was made by Mr. Wild, seconded by Mr. Diamond and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

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

Moving on to the Action Agenda/New Business Items with the following requests:

1. For a transfer of funds in the amount of \$14,128 amongst various Budget Codes, to pay overtime costs for two employees that cover social media.

Motion was made by Mr. Strough, seconded by Mr. Diamond and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the request as presented and refer same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

2. To amend Resolution No. 475 of 2023 to incorporate a payment schedule with Cenergy Studios, LLC, D/B/A Fourthidea, to commence upon execution of contract and terminate February 9, 2024.

Motion was made by Mr. Wild, seconded by Mr. Diamond and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the request as presented and the necessary resolution was authorized for the December 15th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

3. To extend the contract with Lake Placid Advertisers Workshop, Inc., in the amount of \$1,250,000, to provide broadcast and digital media buying services, to commence January 1, 2024 and terminate December 31, 2024. (Previous Resolution No. 492 of 2021)

Motion was made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the request as presented and the necessary resolution was authorized for the December 15th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

4. For a new contract with Wine Water and Wonders of New York State, in the amount not to exceed \$30,000, to include the Lake George area in existing and new international marketing efforts, to commence January 1, 2024 and terminate December 31, 2025.

Motion was made by Mr. Strough, seconded by Mr. Wild and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the request as presented and the necessary resolution was authorized for the December 15th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

5. For a new contract with ROVE Marketing, in the amount not to exceed \$23,950, to purchase additional data sets and dashboard reporting specifically for the Lake George area, to commence upon contract execution and terminate December 31, 2024.

Motion was made by Mr. Wild, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*) to approve the request as presented and the necessary resolution was authorized for the December 15th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Megan Comitini was introduced as a new intern for the Tourism Department who would be with them until through May 2024 that would work on the travel guide and website action report.

Privilege of the floor and public comments were called for,

John Taflan, *County Administrator*, indicated the design for the Joseph Warren Museum would not be completed until after the first of the year with a Spring award from occupancy tax.

As there was no further business to come before the Tourism Committee on motion made by Mr. Diamond, Seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson and Mrs. Frasier absent*), Mr. Merlino adjourned the meeting at 12:48 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist