

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: JANUARY 23, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
RUNYON
BEAN
GERACI
STROUGH
STRAINER

COMMITTEE MEMBER ABSENT:

SUPERVISOR: DICKINSON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PAUL TACKETT, TOURISM COORDINATOR
ERIN DAVIS, ASSISTANT 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

SUPERVISOR BRUNO
DRISCOLL
ETU
GILLIGAN
PATCHETT
WILD

TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

REPRESENTING THE PLANNING DEPARTMENT:

SARA FRANKENFELD, GIS ADMINISTRATOR

CHRISTINE NORTON, COUNTY TREASURER

REPRESENTING WINTERS DREAM

SARA MANNIX, MANNIX MARKETING

CHRISTIAN DUTCHER, WARREN COUNTY RESIDENT

SAM LUCIANO, FORT WILLIAM HENRY

GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR

ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the January 23, 2024 meeting of the Tourism & Occupancy Tax Coordination 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=WRxq22_tfX0&t=21s

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Committee to order at 11:30 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. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson 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.

Commencing the agenda review with the Action Agenda/New Business portion with Section a, copies of a chart reflecting 2024 funding requests were distributed to the Committee members; a copy of same is on file with the meeting minutes. Committee proceeded with a review of the chart and the following motions were made:

Motion was made by Mr. Geraci, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Silver Bay YMCA for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$7,500 to provide funding for their Bluegrass Festival held September 13-15, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strough, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Improv Records Inc. for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$35,000 to provide funding for their Memorial Meltdown May 25-26, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Adirondack Festivals for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$45,000 to provide funding for the Wine & Food Festival held June 29-30, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Lake George Winter Carnival for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$50,000 to provide funding for the Winter Carnival held January 26-February 25, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strainer, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Lower Adirondack Regional Arts Council for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$13,000 to provide funding for the LARAC Annual June Arts Festival held June 8-9, 2024 for 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strainer, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Albany Rods & Kustom, Inc. for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$40,000 to provide funding for the Adirondack Nationals Car Show held September 5-8, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorizing agreement with Glens Falls Collaborative for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$30,000 to provide funding for the Adirondack Holiday Festival held December 6-8, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci, seconded by Mr. Strainer and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with Glens Falls Collaborative for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$10,000 to provide funding for the Wing Feast held April 27, 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to authorize agreement with the Town of Horicon for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$23,812 to provide funding for the Food Truck Fridays on the Pond held (10) Friday in the Summer of 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a majority vote of those present (*Mr. Dickinson absent*) with Mr. Merlino abstaining, to authorize agreement with Lake Luzerne Regional Chamber of Commerce for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$12,000 to provide funding for the Summer Concert and Food Truck Extravaganza held (6) weeks in July and August 2024, and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Heather Bagshaw, *Tourism Director*, introduced Erin Davis, the new Assistant Tourism Coordinator.

The Committee commenced review of the Action Agenda/New Business Items and follows:

- b. To extend the contract with Rittner's Performing Art Company for History on the Road TV contract from the current expiration date of October 31, 2023 to December 31, 2024, in an amount not to exceed \$36,400. (Previous Resolution No. 300 of 2023)
- c. To reallocate funding from Budget Code A.881.00, *Reserve - Occupancy Tax*, to Budget Code A.6417.0002 480, *General/Tourism/Occupancy, Occupancy Tax Tourism-Special Events*, for History on the Road contract in the amount of \$36,400 for Rittner's Performing Arts Company.

Motion was made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to approve Items b & c as presented, and the necessary resolution for Item b was authorized for the February 16th Board Meeting while Item c was referred to the Finance & Budget Committee. *Copies of the resolution request forms are on file with the minutes.*

- d. To renew the contract with Loud Media LLC for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 a.m. and 5:20 p.m.), in the amount of \$24,000, to commence February 28, 2024 and terminate February 27, 2025, and providing the option to renew for three additional one-year terms.

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to approve the request as presented and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- e. To continue the contract with CoStar (STR) for hotel occupancy tax data, in the amount of \$5,998. (Previous Resolution No. 93 of 2023)

Motion was made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to approve the request as presented and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- f. To amend the Table of Organization and Salary Schedule to create the new position of Marketing Coordinator, *Grade 12, Base Annual Salary \$70,401*, and delete the position of Creative Director, *Annual Salary \$94,382*, effective February 19, 2024.

Motion was made by Mr. Strainer, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to approve the request as presented and refer same to the Personnel, Administration & Higher

Education Committee. *A copy of the resolution request form is on file with the minutes.*

The following Discussion Items were discussed as follows:

1. Planning Department request. A request was made to provide disbursement of 2024 Occupancy Tax Revenues in the amount of \$20,000 to renew the contract with Cliff & Redfield Interactive, to maintain the STQRY platform to extend two additional audio tours to be placed on the National Historic Registry and produce twelve additional feature stories on the County's Stories from Open Space website, to terminate January 31, 2025.

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Dickinson absent*) to approve the request as presented and the necessary resolution was authorized for the February 16th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

2. Winter Coalition update. Representatives of Lake George Winter Dream provided a handout entitled "Winters Dream" which was reviewed in detail and answered questions posed by the Committee.

Mr. Geraci exited the meeting at 1:01 p.m.

3. Lake George TV Quarterly Report.
4. CVB 2023 Final report.

Mr. Bean exited the meeting at 1:14 p.m. and at 1:19 p.m.

Privilege of the floor and public comments were called for,

Sasha Purdey, *Adirondack Wine & Food Fest*, noted she had seen more visitors to the Adirondack Winery due to the Winters Dream attraction.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strainer, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson absent*), Mr. Merlino adjourned the meeting at 1:28 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist