

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: FEBRUARY 20, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
RUNYON
GERACI
STRAINER

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
SUPERVISORS DRISCOLL
ETU
GILLIGAN
MADAY
PATCHETT
TURNER
CHRISTINE NORTON, COUNTY TREASURER
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD
*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: DICKINSON
BEAN
STROUGH

Please note, the following contains a summarization of the February 20, 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=2D-0QIoA2Uo>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:25 a.m.

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough 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 comment was called for, but there was no one wishing to speak.

The Committee commenced with a review of the Action Agenda/New Business Items portion of the agenda with the following items:

- a. Occupancy Tax Applications for Special Event and Municipal funding - Committee members reviewed the 2024 Occupancy Tax Budget Allocation chart and funding request applications included in the agenda. Comments from those seeking funding were heard. The following motions were made:

Motion was made by Mr. Strainer to authorize an agreement with Lake George Steamboat Company for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$10,000 to provide funding for the Rock the Dock Music Festival to be held July 13, 2024. Discussion ensued following which Mr. Strainer amended his motion to increase the disbursement to \$15,000; the motion was seconded by Ms. Runyon and carried by a unanimous vote of those present

(Messrs. Dickinson, Bean and Strough absent) to approve the request as outlined above and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci and seconded by Ms. Runyon to authorize an agreement with Northeastern District Barbershop Harmony Society for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$20,000 to provide funding for the Division Contest and Convention to be held May 3 - 4, 2024; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough absent)* to approve the request as outlined above and the necessary resolution was authorized for the March 15th 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 *(Messrs. Dickinson, Bean and Strough absent)* to authorize an agreement with GenZHomes, Inc. dba Alpha Win/Tommy Struzziari for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$20,000 to provide funding for the Lake George Triathlon to be held August 31 - September 1, 2024, and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough absent)* to authorize an agreement with Americade Inc. for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$50,000 to provide funding for the Americade Motorcycle Touring Rally to be held May 27 - June 2, 2024 and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Ms. Runyon and seconded by Mr. Geraci to authorize an agreement with Craftproducers for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$7,500 for the Lake George Art and Craft Festival to be held August 2 - 4, 2024; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough)* to approve the request as outlined above and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Geraci and seconded by Ms. Runyon to authorize an agreement with Warrensburg Chamber of Commerce for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$35,000 for the World's Largest Garage Sale to be held October 4 - 5, 2024; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough)* to approve the request as outlined above and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion made by Ms. Runyon and seconded by Mr. Strainer to authorize an agreement with Zonta Club of Glens Falls for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$3,500 for the Zonta Arts, Crafts & Curiosities Faire to be held May 11 - 12, 2024; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough absent)* to approve the request as outlined above and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Heather Bagshaw, *Tourism Director*, requested to appropriate funds in the amount of \$55,500 from Budget Code A. 881.00, *Reserve - Occupancy Tax*, to Budget Code A6417.0002 480, *Special Event Funding*, to cover the 2024 special events funding.

Motion was made by Ms. Runyon and seconded by Mr. Geraci to approve the request as presented; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present *(Messrs. Dickinson, Bean and Strough absent)* and refer same to the Finance & Budget Committee. *A copy of the resolution request form*

is on file with the minutes.

- b. To appropriate funds in the amount of \$20,000 from Budget Code A.881.00, *Occupancy Tax Reserve*, to Budget Code A.6417.0002 480.04, *Warren County Projects*, to cover the expenditure of occupancy tax funds for the Cliff & Redfield Interactive agreement with the Planning Department.

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough absent*) to approve the request as outlined above and refer same to the Finance & Budget Committee. *A copy of the resolution request form is on file with the minutes.*

- c. To authorize an agreement with Rittner's Performing Arts Company in the amount of \$36,400 to create "Warren County History Adventure", an 11-episode video series featured on the History on the Road program for a term commencing March 16, 2024 and terminating March 15, 2025.

Motion was made by Mr. Strainer, seconded by Ms. Runyon to approve the request as presented; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough absent*) and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To appropriate funds in the amount of \$36,400 from Budget Code A.881.00, *Occupancy Tax Reserve*, to Budget Code A.6417.0002 480.04, *Warren County Projects*, to provide funding for the execution of the Rittner Performing Arts contract.

Motion was made by Ms. Runyon, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough absent*) to approve the request as outlined above and refer same to the Finance & Budget Committee. *A copy of the resolution request form is on file with the minutes.*

- e. To authorize an agreement with the Adirondack Regional Tourism Council, Inc. in the amount of \$52,398 for regional marketing services. (*Previous Resolution No. 92 of 2023*)

Motion was made by Ms. Runyon, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough absent*) to approve the request as outlined above and the necessary resolution was authorized for the March 15th Board meeting. *A copy of the resolution request form is on file with the minutes.*

The Discussion Items portion included the following:

- a. Spending Plan - Item to be discussed next month.
- b. Winter Coalition update - Representatives reviewed a Power Point presentation entitled "Lake George Winter's Dream"; a copy of the presentation is on file with the meeting minutes.
- c. Cool Insuring Arena - Final Report.

Privilege of the floor and public comment was called, 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. Geraci, seconded by Mr. Strainer and carried by a unanimous vote of those present (*Messrs. Dickinson, Bean and Strough absent*), Mr. Merlino adjourned the meeting at 11:51 a.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board