

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: MARCH 19, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
BEAN
GERACI
STROUGH
STRAINER

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: DICKINSON
RUNYON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PAUL TACKETT, TOURISM COORDINATOR
KACEY O'BRIEN, MARKETING 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 BRUNO

DRISCOLL

GILLIGAN

TURNER

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

CHRISTINE NORTON, COUNTY TREASURER

REPRESENTING WORKSHOP:

ALLIE WITHEE, MANAGER, SEARCH AND PAID MEDIA

CAROLYNE BORDONARO, ACCOUNT EXECUTIVE

AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS FALLS

SAM LUCIANO, WINTER COALITION

GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

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 March 19, 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=97YhVYlIK18&t=16s>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:00 a.m.

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

Copies of the meeting agendas 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 no one was wishing to speak.

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

- 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. Geraci, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Dickinson and Ms. Runyon absent*) to authorize agreement with Improv Records for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$30,000 to provide funding for their Anahata Nada Yoga, Wellness Festival to be held September 13 - 15, 2024 and the necessary resolution was authorized for the April 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Bean, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Dickinson and Ms. Runyon absent*) to authorize agreement with Improv Records for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$30,000 to provide funding for their Adirondack Independence Music Festival to be held August 30 - September 1, 2024 and the necessary resolution was authorized for the April 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Strough, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Dickinson and Ms. Runyon absent*) to authorize agreement with Special Olympics for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$50,000 to provide funding for their New York State Fall Games to be held October 18 - 20, 2024 and the necessary resolution was authorized for the April 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Motion was made by Mr. Bean, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Dickinson and Ms. Runyon absent*) to authorize agreement with Lake Theatre Productions for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$10,000 to provide funding for their Lake George Dinner Theatre to be held July 12 - October 12, 2024 and the necessary resolution was authorized for the April 19th 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 \$120,000 from Budget Code A.881.00, *Reserve - Occupancy Tax*, to Budget Code A6417.0002 480, *General/Tourism/Occupancy Tax Tourism - Special Events*, to cover the 2024 special events funding.

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

Skipping ahead to Discussion Item b on the agenda, a handout entitled "Lake George Winter Dreams", was distributed and reviewed by representatives; a copy is on file with the meeting minutes.

Returning to Action Agenda Item b, the following request was presented:

To authorize an agreement with Rooted Rock Marketing for Search Engine Optimization (*SEO*) services for the Warren County Tourism Department to be paid in a one-time fee of \$3,950 for kick-off and set-up (30 hours; anything over at a rate of \$150/hour); monthly fee of \$3,250 (26 hours/month; anything over at a rate of \$125/hour); travel and project management fee of \$75/hour (if needed) for a term commencing May 1, 2024 and terminating April 30, 2025.

Motion was made by Mr. Strainer and seconded by Mr. Bean 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 (*Mr. Dickinson and Ms. Runyon absent*) and the necessary resolution was authorized for the April 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Returning to Discussion Item a, Workshop to preview Summer campaign, Ms. Bagshaw provided a review of the distributed handout entitled “Warren County Spring & Summer 2024 (April - August) Strategy”; a copy is on file with the meeting minutes.

Privilege of the floor was extended to the following:

Mr. Geraci inquired if the Solar Eclipse or Belmont Stakes would have an economic impact on the Lake George area. Gina Mintzer, *Executive Director, Lake George Regional Chamber of Commerce and CVB*, addressed the Committee stating hotels starting at Exit 18 going north had been booked for both events.

Public Comment was extended to the following:

Amy Collins, *Tourism and Business Coordinator, City of Glens Falls*, briefly spoke about the NYSPHSAA Boys State Basketball Championships that ended over the weekend, recognizing both the Glens Falls Bears and North Warren Cougars. She indicated the Market Center on South Street was moving forward and tax credit approval was trying to be obtained.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strainer, seconded by Mr. Strough, and carried by a unanimous vote of those present (*Mr. Dickinson and Ms. Runyon absent*), Mr. Merlino adjourned the meeting at 11:35 a.m.

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