

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: APRIL 23, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
STROUGH
RUNYON
BEAN
GERACI
STRAINER

COMMITTEE MEMBER ABSENT:

SUPERVISOR: CROCITTO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KACEY O'BRIEN, COMMUNICATION SPECIALIST

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

GILLIGAN

PATCHETT

TURNER

WILD

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

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

ERIC UNKAUF, MURALGARDEN INC.

TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTER

CHRISTINE NORTON, COUNTY TREASURER

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the April, 23, 2023 meeting of the Tourism & Occupancy Tax 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=JYRdFZelYyA>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Committee to order at 10:03 a.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. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto 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:

Supervisor Wild provided a power point presentation regarding 2006-2023 occupancy tax revenue and inquired if there was a better way to use it moving forward. *A copy of the presentation file is on file with the minutes.*

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

- a. Committee to consider Occupancy Tax Applications for Municipal Supplemental funding from South Queensbury fire Department and Muralgarten Inc. subsequent to discussion, the following motions were made:

Motion was made by Mr. Strainer, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to table the request from the South Queensbury Volunteer Fire Department.

Motion was made by Mr. Strough, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to authorize agreement with Muralgarten, Inc. for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$10,000 to fund a new 20'Wx40'H mural on the south face of the T-Shirt Factory building located at 19 Cooper Street, Glens Falls and the necessary resolution was authorized for the May 14th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To authorize a contract with Cenergy Studios, LLC dba Fourthidea in a total amount not to exceed \$248,798 for creative services, specifically in graphic design and video production, to commence June 1, 2024 and terminate May 31, 2025.

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the May 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- c. To amend Resolution No. 367 of 2018 to increase the amount of Occupancy Tax retained by the County Treasurer from 3% to 6%.

Discussion ensued, following it was decided that no action would be taken on this item.

A request was made which was not included on the agenda to amend Resolution No. 589 of 2023 to incorporate the NowCast Subscription to the contract with ROVE Marketing in the amount not to exceed \$5,000. Committee was notified by the County Attorney that no action could be taken on the item as it was not included on the agenda and would be in violation of the Open Meetings Law. It was determined this item would be included on the next month's meeting agenda.

Mr. Bean exited the meeting at 11:05 a.m. and returned at 11:07 a.m.

The Discussion Items section of the agenda was reviewed with the following items being addressed:

- a. Tourism Department Update by Tourism Director Heather Bagshaw.
- b. Lake George Regional CVB Quarterly Report.

Mr. Strough exited the meeting at 11:18 a.m.

Privilege of the floor and public comments were called for, 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. Bean, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Messrs. Crocitto and Strough absent*), Mr. Merlino adjourned the meeting at 11:28 a.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist