

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: MAY 21, 2024**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
STROUGH  
RUNYON  
BEAN  
GERACI  
CROCITTO  
STRAINER

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

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

JOHN TAFLAN, COUNTY ADMINISTRATOR  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
AMANDA ALLEN, CLERK OF THE BOARD  
RYAN DICKEY, SECOND ASSISTANT COUNTY ATTORNEY  
FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS BRUNO  
DRISCOLL  
GILLIGAN  
PATCHETT  
TURNER  
WILD

TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
CHRISTINE NORTON, COUNTY TREASURER

REPRESENTING WINTER'S DREAM:

STEVEN CLENNEY, SENIOR CLIENT SUCCESS STRATEGIST, ZARTICO  
SAM LUCIANO, FORT WILLIAM HENRY  
SARA MANNIX, CHIEF EXECUTIVE OFFICER, MANNIX MARKETING

LUKE MOSSEAU, *THE POST STAR*

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

\*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

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*Please note, the following contains a summarization of the May 21, 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/live/ChZjLPintUc?si=R5f5fA7yFxiuw\\_67d](https://www.youtube.com/live/ChZjLPintUc?si=R5f5fA7yFxiuw_67d)*

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:12 a.m.

Motion was made by Mr. Geraci, seconded by Mr. Strough and carried unanimously 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:

Mr. Wild voiced his opposition to the 2024 Spending Plan.

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 Municipal funding - Subsequent to discussion, the following motion was made:

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Motion was made by Ms. Runyon and seconded by Mr. Bean to authorize an agreement with South Queensbury Volunteer Fire Department for the disbursement of 2024 Occupancy Tax Revenues in the amount of \$3,000 for food expenses associated with the 2024 Adirondack Balloon Festival; following discussion, Mr. Merlino called the question and the motion was carried unanimously to approve the request and the necessary resolution was authorized for the June 21<sup>st</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To amend the contract with ROVE Marketing to incorporate NowCast subscription and the addition of 6 POI's for the mobile data platform for an increase in the amount not to exceed \$5,600 for a term commencing upon execution. *(Previous Resolution No. 589 of 2023)*

Motion was made by Mr. Strough, seconded by Mr. Geraci and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the June 21<sup>st</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- c. Authorizing the 2024 Spending Plan agreements between Municipalities in Warren County for tourism promotion and disbursements in the amount of \$450,000.

Motion was made by Mr. Geraci and seconded by Mr. Strough to approve the request as presented; following discussion, Mr. Merlino requested a roll call vote on the motion. Mr. Merlino called the question and the motion carried with five members voting in favor (Messrs. Strough, Bean, Geraci, Crocitto, and Strainer); one opposed (Mr. Merlino) and one abstained (Ms. Runyon). The necessary resolution was authorized for the June 21<sup>st</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

The Discussion Items portion included the following:

- a. Warren County Winter Coalition Post-Event Performance Report: Representatives reviewed a Power Point presentation entitled, "Lake George Winter's Dream by Moment Factory"; a copy of the presentation is on file with the meeting minutes.

Privilege of the floor and public comment was called for:

Mr. Wild expressed his support for Winter's Dream and suggested Winter Coalition provide a one-page summary of the results compared to the plan with continued risks and improvements.

Mr. Crocitto exited the meeting at 11:21 a.m. and re-entered the meeting at 11:22 a.m.

Amy Collins, expressed her appreciation for support of the Adirondack Thunder Hockey team and briefly mentioned upcoming events, such as the City of Glens Falls Memorial Day Parade and Memorial Day Party following the parade at both Crandall Park and Murray Street Park.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough, seconded by Mr. Strainer and carried unanimously, Mr. Merlino adjourned the meeting at 11:28 a.m.

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