

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: JUNE 25, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
RUNYON
BEAN
GERACI
CROCITTO
STRAINER

COMMITTEE MEMBER ABSENT:

SUPERVISOR: STROUGH

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
PAUL TACKETT, TOURISM COORDINATOR
CHRISTINE NORTON, COUNTY TREASURER
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

PATCHETT

TURNER

WILD

TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

REPRESENTING LAKE GEORGE TV:

JESSE JACKSON, LAKE GEORGE TV

ED LARKIN, HOOD COMMUNICATIONS

AMANDA METZGER, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE
& CVB

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

MARK DONAHUE, PRESIDENT, ADIRONDACK BALLOON FESTIVAL BOARD OF
DIRECTORS

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

LUKE MOSSEAU, *THE POST STAR*

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 June 25, 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=WpbJILnrBuE>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:40 a.m.

Motion was made by Mr. Geraci, seconded by Mr. Crocitto and carried by a unanimous vote of those present (*Mr. 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 no one was wishing to speak.

The Committee commenced with a review of the Discussion Items portion of the agenda which included the following items:

- a. Occupancy Tax Funds - Heather Bagshaw, *Tourism Director*, reviewed a handout entitled, "Occupancy Tax 3-Month Projection"; a copy is on file with the meeting minutes.
- b. Treasurer's Report - Christine Norton, *County Treasurer*, reviewed the report; a copy is on file with the meeting minutes.

The Action Agenda/New Business Items portion included the following requests:

- a. To accept the Adirondack Hot Air Balloon Festival Inc. Occupancy Tax application for special event funding in the amount of \$75,000. (Committee consent required to entertain applications exceeding the \$50,000 cap cited in criteria set by Resolution No. 461 of 2023)

Motion was made by Ms. Runyon, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Strough absent*) to approve the request as outlined above.

Privilege of the floor was extended to Mark Donahue, *President, Adirondack Balloon Festival Board of Directors*, who spoke with regard to the Balloon Festivals application and request for \$75,000 in funding for their event to be held September 19 - 22, 2024 and presented a gift to the County in appreciation of support for the Adirondack Balloon Festival.

Mr. Bean exited the meeting at 11:14 a.m. and re-entered the meeting at 11:17 a.m.

- b. To authorize agreement with Adirondack Hot Air Balloon Festival, Inc. for the disbursement of \$75,000 in Occupancy Tax Special Event funding for their Adirondack Balloon Festival to be held September 19 - 22, 2024.

Motion was made by Ms. Runyon and seconded by Mr. Bean to authorize an agreement with Adirondack Hot Air Balloon Festival, Inc. for Occupancy Tax Special Event funding in the amount of \$100,000; following discussion, Mr. Merlino called the question and the motion was carried by a unanimous vote of those present (*Mr. Strough absent*) and the necessary resolution was authorized for the July 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- c. To authorize an agreement with Alon Tourism Solutions in an amount not to exceed \$19,950 to provide training, consultation and development of a virtual marketplace over a term commencing upon execution of the contract and terminating December 31, 2024.

Motion was made by Ms. Runyon, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Strough absent*) to approve the request as outlined above and the necessary resolution was authorized for the July 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To authorize an agreement with New York Welcomes You, Inc. in an amount not to exceed \$11,495 to provide Warren County Travel Guide distribution services over a term commencing upon execution and terminating December 31, 2024.

Motion was made by Ms. Runyon, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Strough absent*) to approve the request as outlined above and the necessary resolution was authorized for the July 19th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Returning to Discussion Item c, Lake George TV Representatives reviewed a Power Point Presentation entitled "All

Video One Place”, a copy of the presentation is on file with the meeting minutes.

Mr. Bean exited the meeting at 11:37 a.m.

Privilege of the floor and public comment was called for:

Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, distributed handouts of Zartico Lodging Data which provided March - May average hotel information and June - August advance booking information; copies are on file with the meeting minutes.

Amy Collins, *Tourism and Business Coordinator, City of Glens Falls*, provided a brief update on the first Mermaid Festival held last weekend, the LARAC Festival and Warren County Coalition meeting. She mentioned the Take a Bite event would commence July 10th.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strainer, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Strough absent*), Mr. Merlino adjourned the meeting at 12:02 p.m.

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