

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: OCTOBER 21, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
STROUGH
RUNYON
BEAN
GERACI
CROCITTO
STRAINER

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
JOHN TAFLAN, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
SUPERVISORS TURNER
WILD
CHRISTINE NORTON, COUNTY TREASURER
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
CATHY DEDE, *THE CHRONICLE*
LUKE MOSSEAU, *THE POST STAR*
ALEX PORTAL, *THE POST STAR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST
*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the October 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/watch?v=pDcttNELUds>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:01 a.m.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Mr. Merlino explained there was a new occupancy tax application process which had 52 applicants and \$1.4 million in funding requests, while there was only \$700,000 in available Occupancy Tax funding.

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

- a. Consider applications for 2025 Special Events Occupancy Tax Funding. Committee will listen to five-minute presentations from all applications for 2025 funding. No action will be taken at this meeting.

Privilege of the floor was extended to the following individuals who were in attendance to speak regarding the following Occupancy Tax Application requests:

Adirondack Festivals LLC, \$50,000 for the Adirondack Wine and Food Festival to be held June 27-29, 2025.

Mr. Strough entered the meeting 10:08 a.m.

Adirondack Folk School, \$18,000 for design and distribution of there 2025 catalog to expand their reach into Saratoga and towns in northern Warren County to be held January 1, 2025-October 6, 2025.

Adirondack Institute,\$10,000 for the Drag Queen Story Hour Musical to be held June 6-8, 2025

Adirondack Pub and Brewery, \$40,000 to improve marketing efforts for their Octoberfest to be held October 10-12, 2025.

Adirondack Theater Festival, \$40,000 to rent for the Charles R. Wood Theater, along with marketing efforts to be held June 27-August 5, 2025.

Adirondack Albany Wedding/Total Entertainment, \$50,000 for the Lake George DJ Takeover Music & Arts Festival in May of 2025 for event headliners to be held May 9-11, 2025.

Advocate LLC, \$5,000 Vegan Festival to be held February 8, 2025.

Albany Rods and Kustom \$50,000 for advertising the Adirondack Nationals event to be held September 4-7, 2025.

Americade, \$50,000 for the Americade event to be held May 27-31, 2025.

Center for Disability Services dba/Prospect Center, \$5,000 for promotion of the Million Dollar Beach Tournament along with a tanktop for each player to be held August 2-3, 2025.

Charles R. Wood Theater, \$2,500 for a play entitled, “Colorwood” to be held January 24-26, 2025.

Eastern New York Marina Trades Association, \$30,000 for the Great Upstate Boat Show to be held March 28-30, 2025.

GenzHomes Inc. dba Alpha Win, \$30,000 for the Lake George Triathlon to be held August 29-31, 2025.

Glens Falls Collaborative, \$35,000 for the Adirondack Holiday Festival to be held December 5-7, 2025; and \$15,000 for Wing Fest to be held April 26, 2025.

Glens Falls Symphony Orchestra Inc., Holiday Pops for \$3,500 to be held December 7, 2025; Independence Day Celebration for \$12,000 to be held July 3, 2025; Mahler Symphony No. 5 for \$4,000 to be held May 4, 2025; and the Piano Festival for \$2,000 to be held March 16, 2025.

Hudson Valley Volunteer Firefighters Association, \$35,000 for the 2025 Annual Firefighters Convention & Parade to be held June 11-14, 2025.

Hyde Collection, \$35,000 for exhibitions and programs at the Hyde Collection to be held January 1-December 31, 2025.

Imagination Nation LLC, \$35,000 for Wonderplace Alpha to be held May 2-4, 2025.

Improv Records, Adirondack Independence Music Festival for \$50,000 to be held August 29-31, 2025; Massive Mascarave for \$40,000 to be held October 31-November 1, 2025; Memorial Meltdown for \$40,000 to be held May 23-25, 2025; and Soul Bloom Music and Wellness Festival for \$40,000 to be held September 14-16, 2025.

Kevin Richards Entertainment, Close Up Country Concert Weekend Festival for \$35,000 to be held March 13-16, 2025; and Close Up Country Concert Weekend Festival #2, for \$35,000 to be held October 16-19, 2025.

Lake George Arts Project, \$20,000 for the Jazz at the Lake event to be held September 12-14, 2025.

Lake George Battlefield Park Alliance, \$23,250 for the Henry Knox 1775 Commemoration to be held December 11-13, 2025.

Lake George Music Festival, \$50,000 for the Lake George Music Festival to be held June 8-19, 2025.

Lake George Steamboat Company, \$20,000 for the Rock the Dock Music Festival to be held July 12, 2025.

Lake George Winter Carnival, \$85,000 for the Lake George Winter Carnival to be held January 24-March 2, 2025.

Mr. Crocitto recused himself and exited the meeting 12:12 p.m.

Lake Theater Productions Inc., \$15,000 for marketing efforts for the Lake George Dinner Theater to be held July 11-October 11, 2025.

Mr. Crocitto returned to the meeting at 12:16 p.m.

Lawrence & Cooper Inc., \$9,000 for the Thursday Market & Food Truck Corral to be held May 22-September 11, 2025.

Lower Adirondack Pride, \$20,000 for the Annual Pride Festival to be held June 1, 2025.

Lower Adirondack Regional Arts Council, \$30,270 for LARAC Annual June Arts Festival to be held June 14-16, 2025.

Marcella Sembrich Memorial Association, Inc., \$20,000 for the Sembrich Summer Music Festival to be held June 4-August 8, 2025.

New York State Coroner & Medical Examiners Association, \$10,000 NYSACCME. (*New York State Association of County Coroners and Medical Examiners*) conference to be held March 21-23, 2025.

Northeastern District Association of Chapters Inc., \$20,000 for the Northeastern District Barbershop Harmony Society Division and Contest to be held May 2-3, 2025.

Prime Time Lacrosse, \$50,000 for the Lake George National Invitation to be held July 18-20, 2025.

Silver Bay YMCA, \$15,000 for the Bluegrass in Heaven event to be held September 12-14, 2025.

Six Flags Great Escape Resort, \$25,000 for an Octoberfest event to be held August 23-September 21, 2025.

Warren County Historical Society, \$30,000 for the Warren County Commission for the 250th Anniversary of the American Resolution to be held January 1-December 31, 2025.

Warrensburg Chamber of Commerce, \$37,500 for the World's Largest Garage Sale to be held October 3-5, 2025.

World Awareness Children's Museum, \$7,500 for Beyond the Exhibit to be held June 1-August 31, 2025.

Zonta Club Foundation of Glens Falls, \$4,000 for the Zonta Arts, Crafts & Curiosities Faire to be held May 11-12, 2025.

Adirondack Axe LLC, \$20,000 for a Revolution Rumble event to be held August 21-24, 2025.

Tannery Pond Center for Arts, Education, Community, \$5,000 for the 2025 Concert Series to be held June 19-September 11, 2025.

Mr. Geraci exited the meeting at 12:55 p.m.

Privilege of the floor and public comment was called for, but no one was wishing to speak.

A brief discussion ensued regarding food trucks and whether they provided revenue to the County.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Ms. Runyon and seconded by Mr. Bean, Mr. Merlino declared the meeting adjourned at 12:55 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist