

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION**

**DATE: OCTOBER 22, 2024**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: MERLINO  
STROUGH  
RUNYON  
GERACI  
CROCITTO  
STRAINER

**COMMITTEE MEMBER ABSENT:**

SUPERVISOR: BEAN

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR  
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

GILLIGAN

PATCHETT

TURNER

WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

DAVID NELSON, PRINCIPAL PLANNER

REPRESENTING SPECIAL OLYMPICS NEW YORK:

RENEE SNYDER

MATT GRAHAM

KEVIN BROWN

CATE TAYLOR

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

WILLIAM COLLINS, MAYOR, CITY OF GLENS FALLS

JEFF MEAD, GENERAL MANAGER, COOL INSURING ARENA

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

RAY PERRY, MAYOR OF THE VILLAGE OF LAKE GEORGE

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 October 22, 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=5IX7CvtJrxQ>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:00 a.m.

Motion was made by Mr. Geraci, seconded by Mr. Strainer and carried by a unanimous vote of those present (*Messrs. Strough and Bean 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.

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Privilege of the floor and public comment was extended to the following:

Representatives from Special Olympics NY apprised they were requesting support for the 2025 Fall Games and extended their appreciation to Warren County for supporting the 2024 Fall Games that took place over the past weekend.

Mr. Strough entered the meeting at 10:03 a.m.

Mr. Wild expressed his concerns with the Occupancy Tax funding award process and the basis of evaluating growth.

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

- a. To extend the existing contract with Adirondack Civic Center Coalition to support capital costs in an amount not to exceed \$500,000 (paid over a five-year term at a rate of \$100,000 per year). *(Previous Resolution No. 393 of 2019)*

Jeff Meade, *General Manager, Cool Insuring Arena*, provided a brief update on upgrades that had been made in 2024 to the Cool Insuring Arena as well as future renovation plans.

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present *(Mr. Bean absent)* to approve the request as outlined above and the necessary resolution was authorized for the November 15<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To appropriate funds in the amount of \$125,000 from Budget Code A.881.00 Reserve, Occupancy Tax to fund Adirondack-1000 Islands Sports & Events Commission, Inc. dba Adirondack Sports Council for Warren County to be a bronze partner of the snowboard and Freestyle/Freeski Sponsorship. *(Previous Resolution No. 635 of 2022)*

Motion was made by Ms. Runyon and seconded by Mr. Crocitto 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. Bean absent)* to approve the request as outlined above and refer same to the Finance & Budget Committee. *A copy of the resolution request form is on file with the minutes.*

- c. To appropriate funds in the amount of \$20,000 from Budget Code A.881.00, *Reserve, Occupancy Tax*, to Budget Code A.6417.0002 480.04, *Warren County Projects*, to fund consulting services to complete a recreational assessment in the Town of Johnsbury.

David Nelson, *Principal Planner*, spoke with regard to the recreation assessment in the Town of Johnsbury for trail development.

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

- d. To rescind Resolution No. 282 and 330 of 2024 due to the Warren County Coalition's Winter's Dream event on hold for the 2024-2025 season.

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present *(Mr. Bean absent)* to approve the request as outlined above and the necessary resolution was authorized for the November 15<sup>th</sup> Board meeting. *A copy of the resolution request form is on file with the minutes.*

The Discussion Items portion included the following items:

- a. Tourism Director's Report - Heather Bagshaw, *Tourism Director*, reviewed a hand out entitled, "Occupancy Tax Available Balance as of 9/30/2024"; a copy is on file with the minutes.
- b. Treasurer's Report - Christine Norton, *County Treasurer*, reviewed the report; a copy is on file with the meeting minutes.
- c. Occupancy Tax Funding for City of Glens Falls - Mayor Collins spoke with regard to a future request for \$100,000 to support and grow five community-based lifestyle events in Glens Falls.

Mr. Crocitto exited the meeting at 10:56 a.m. and re-entered at 10:58 a.m.

- d. Occupancy Tax Funding for Village of Lake George - Mayor Perry spoke with regard to his request for funding in the amount of \$150,000 to provide funding for the winter light display planned for December 2024 through March 2025.

Mr. Strainer exited the meeting at 10:59 a.m. and re-entered at 11:02 a.m.

With regard to the request for funding presented by Mayor Perry, which was not presented appropriately for Committee action based on the lack of public notice, the consensus of the committee was to hold a special meeting on October 29<sup>th</sup> at 8:30 a.m. to further discuss the Village of Lake George's funding request and consider action on same.

Privilege of the floor and public comment were extended to the following:

Mr. Wild spoke regarding the process of awarding special event funding and inquired about the use of metrics to measure the success of the events.

Mr. Merlino exited the meeting at 11:27 a.m. at which time Supervisor Strough, as Vice-Chair, assumed the role of Chair.

Mayor Collins spoke with regard to the Winter's Dream event, risk involved in event investment as well as growth.

Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, distributed handouts of lodging data entitled "Aug - Oct 2024" and "Oct - Jan 2025" and provided a brief summary of the Third Quarter Report which was submitted to the Tourism Department; copies are on file with the meeting minutes.

Mr. Patchett indicated it was his understanding that the Winter's Dream event was on hold and expressed his concern with spending funds that were allocated for that event should the event return.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Merlino and Bean absent*), Mr. Merlino adjourned the meeting at 11:38 a.m.

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