

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: NOVEMBER 19, 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
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
CHRISTINE NORTON, COUNTY TREASURER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR

AMANDA ALLEN, CLERK OF THE BOARD

ROBERT TERWILLIGER, FIRST ASSISTANT COUNTY ATTORNEY

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS GILLIGAN

PATCHETT

TURNER

WILD

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

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

LUKE MOSSEAU, *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 November 19, 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=K8x3igYionM>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:41 a.m.

Motion was made by Mr. Bean, 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.

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

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

- a. Pam Petteys, \$10, 250, Lake Luzerne Concerts and Food Truck.
- b. Erwin Morris, \$17,500, North Creek Ski Shuttle Service from businesses to Gore Mountain.
- c. Adam Baily, \$150,000, North Warren three-town regional branding.
- d. Silvia Smith, \$22,100, Town of Horicon Food Truck Fridays on the Pond.

Mr Bean exited the meeting at 10:58 a.m and returned to the meeting at 11:01 a.m.

- e. Dan Barusch, \$100,000, McPhillips Preserve at French Mountain park development.

- f. Joyce Reed, \$15,000, Town of Warrensburg's Holiday Spirit.
- g. Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, Lake George Regional Conventions and Visitor Bureau contract.
- h. City of Glens Falls, Mayor Collins, \$100,000, Application for event support.

Supervisor Wild spoke regarding occupancy tax funding applications.

The Committee jumped to the Discussion Items portion of the agenda which included Item b. review of the Treasurer's Report, a copy of which is on file with the minutes.

Moving on, a review of the Action Agenda/New Business portion of the agenda proceeded with the following requests:

- a. To approve the Occupancy Tax Funding request from the City of Glens Falls in the amount of \$100,000, to support existing and new events happening in Glens Falls in 2025.

Motion was made by Mr. Geraci, seconded by Mr. Strough 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To approve the request for the 2025 Adirondack Balloon Festival and the 2025 Lake George Winter Carnival to apply for funding greater than \$50,000. (Previous Resolution 461 of 2023) (Note: this request is for Committee consensus to entertain applications over the \$50,000 maximum request amount)

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

- c. To award 2025 Special Events Occupancy Tax Funding in the amount of \$861,860, to fund those in the attached list in the agenda packet.

Motion was made by Mr. Strainer, seconded by Mr. Bean 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To award 2025 Special Events Occupancy Tax Funding in the amount of \$314,850, to fund those in the attached list in the agenda packet.

Motion was made by Mr. Geraci, seconded by Mr. Bean 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- e. To extend the contract with Lake George Regional Conventions and Visitor Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours, for three years, to commence January 1, 2025 and terminate December 31, 2027. At a rate of \$650,000 per year. (Previous Resolution 577 of 2023)

Motion was made by Mr. Strough, 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- f. To extend the agreement with the Adirondack Regional Tourism Council, in the amount of \$65,000 for regional marketing services. (Previous Resolution No. 93 of 2024)

Motion was made by Ms. Runyon, seconded by Mr. Strough 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- g. To award a contract with Broadcast Media/Social Media vendor for broadcast and digital media buying services. (This request was withdrawn.)
- h. To extend the existing contract with Rove Marketing, Inc., in the amount not to exceed \$32,657 per year for a Dashboard subscription in the amount of \$4,275 and Data subscription in the amount of \$28,400, to commence January 1, 2025 and terminate December 31, 2026.

Motion was made by Ms. Runyon, seconded by Mr. Geraci 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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- i. To continue the contract with CoStar (STR) for hotel occupancy reports and rate data to Warren County, in the amount of \$7,485.

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 December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- j. For a transfer of funds in the amount of \$1,000 from Budget Code A6417.0001 130, *Salaries - Part Time - Tourism*, to Budget Code A6417.0001 120, *Salaries - Overtime - Tourism*, to cover a shortfall in overtime expenditures.

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

Returning to review of the Discussion Items portion of the agenda, which included updates on the following:

- a. Tourism Director Report.
- b. Treasurers Report. Previously addressed.

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

Mr. Merlino announced he was not going to run for re-election in 2026 and he asked that for next year he be replaced as chair of the Tourism & Occupancy Tax Committee, noting he would remain on the Board until he was ready to retire.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strainer and seconded by Mr. Strough, Mr. Merlino declared the meeting adjourned at 11:51 a.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist