

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: JANUARY 21, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: CROCITTO
RUNYON
PATCHETT
GILLIGAN
ETU
THOMAS
MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
KACEY O'BRIEN, COMMUNICATION SPECIALIST
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
SUPERVISORS BRUNO
GERACI
STRAINER
STROUGH
TURNER
WILD
TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
REPRESENTING LAKE GEORGE TV:
JESSE JACKSON, LAKE GEORGE TV
ED LARKIN, HOOD COMMUNICATIONS
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
TONY HALL, *THE LAKE GEORGE MIRROR*
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 January 21, 2025 meeting of the 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=sviZQWXu6BE>

Mr. Crocitto called the meeting of the Occupancy Tax Coordination Committee to order at 11:10 a.m. He extended his appreciation to Mr. Merlino for the many dedicated years he chaired both the Occupancy Tax Coordination and Tourism Committees.

Motion was made by Ms. Runyon, seconded by Mr. Merlino 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 was extended to Christine Norton, *County Treasurer*, who spoke briefly with regard to the New York State sales tax changes on short term rentals.

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

- a. To appropriate \$100,000 from Budget Code A.881.00, *Occupancy Tax Reserve*, to Budget Code

A.6417.0002.480.08, *Occupancy Tax - Civic Center Capital Costs*, to cover the cost of the contract with the Adirondack Civic Center Coalition to support capital costs (paid over a five-year term at a rate of \$100,000 per year). (*Previous Resolution No. 419 of 2024*)

Motion was made by Mr. Etu, seconded by Ms. Runyon and carried unanimously 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.*

- b. To authorize a five-year extension of Warren County Tourist and Convention Development agreement with Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding, in the amount of \$250,000 per year to be paid in quarterly payments of \$62,500 each for a term commencing January 1, 2025 and terminating December 31, 2029. (*Previous Resolution No. 574 of 2023*)

Larry Elmen, *County Attorney*, made the recommendation not to exceed a three year contract to prevent the contract from extending over or through new Board members.

Motion was made by Mr. Thomas, seconded by Mr. Merlino and carried unanimously to authorize a three-year extension of Warren County Tourist and Convention Development agreement with Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding, in the amount of \$250,000 per year to be paid in quarterly payments of \$62,500 each for a term commencing January 1, 2025 and terminating December 31, 2027 and the necessary resolution was authorized for the February 21st Board meeting. *A copy of the resolution request form is on file with the minutes.*

- c. To authorize continuation of the intermunicipal agreement with the Village of Lake George in the amount of \$25,000 for promotional space in the Lake George Visitor Center. (*Previous Resolution No. 575 of 2023*)

Mr. Elmen inquired if the Committee would like to approve the contract with two additional one-year renewals. A discussion ensued, following which a motion was made by Ms. Runyon, seconded by Mr. Etu and carried unanimously to authorize continuation of the intermunicipal agreement with the Village of Lake George in the amount of \$25,000 for promotional space in the Lake George Visitor Center, with the option to renew for two additional one-year renewal terms and the necessary resolution was authorized for the February 21st Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To extend the contract with Loud Media LLC for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 a.m. and 5:20 p.m.), in the amount of \$24,000, to commence February 28, 2025 and terminate February 27, 2026, with the option to renew for three additional one-year terms. (*Previous Resolution No. 054 of 2024*)

Mr. Elmen apprised the request was not necessary and could be withdrawn as the previous agreement had included the option for two additional one-year renewals, which would cover the renewal term requested.

The Discussion Items portion included the following items:

- a. Tourism Director's Report was provided by Heather Bagshaw, *Tourism Director*.

Ms. Norton distributed a copy of the Treasurer's Report which she reviewed; a copy is on file with the meeting minutes.

- b. Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, distributed copies of the Fourth Quarterly Report which she reviewed; copies are on file with the meeting minutes.
- c. Jesse Jackson and Ed Larkin, Presentation of Lake George TV Year in Review report. This item was deferred to next month.

Privilege of the floor was extended to the following:

Ms. Mintzer provided information on what the Lake George Visitor Center was comprised of and their operating schedule.

Mr. Merlino apprised a snowmobile race would be held on Saturday January 25th at 9 a.m. in Lake Luzerne on the lake.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Ms. Runyon, seconded by Mr. Patchett and carried unanimously, Mr. Crocitto adjourned the meeting at 12:04 p.m.

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