

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 21, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: RUNYON
GERACI
STRAINER
CROCITTO
TURNER
STROUGH
MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
KACEY O'BRIEN, COMMUNICATION SPECIALIST
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 GILLIGAN
PATCHETT
WILD
CHRISTINE NORTON, COUNTY TREASURER
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS
TONY HALL, *LAKE GEORGE MIRROR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the January 21, 2025 meeting of the Tourism 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=DUfg3XVKnOA>

Ms. Runyon called the meeting of the Tourism Committee to order at 12:08 p.m.

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

Motion was made by Mr. Strainer, seconded by Mr. Crocitto and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

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

Moving on to the Action Agenda/New Business Items, the following requests were presented:

1. For a new contract with Lake Placid Advertisers Workshop, Inc. for WC 81-24 Media Buying Services, in the amount of \$1,138,000, to commence March 1, 2025 and terminate February 28, 2026 with the option of two additional one-year extension terms upon mutual agreement by both parties.

Motion was made by Mr. Strainer, seconded by Mr. Geraci and carried unanimously to approve the request as presented 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.*

2. To extend the agreement with Rove Marketing, Inc., (authorized by Resolution No. 197 of 2024) for the term commencing January 1, 2025 and terminating December 31, 2026, in an amount not to exceed \$75,200 for 2025 and \$78,700 for 2026, for the purchase and subscription of data sets and dashboard reporting.

Motion was made by Mr. Strainer, seconded by Mr. Merlino and carried unanimously to approve the request as presented 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.*

Next, the review of the Discussion Items portion of the agenda was addressed:

1. Tourism Director Report.

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

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strainer, seconded by Mr. Strough and carried unanimously, Ms. Runyon adjourned the meeting at 12:29 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist