

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: FEBRUARY 27, 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, MARKETING COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISOR BRUNO
PATCHETT
CHRISTINE NORTON, COUNTY TREASURER
GARY THORNQUIST, LAKE GEORGE RV PARK
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
ED LARKIN, LAKE GEORGE TV
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the February 27, 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=y1_o_KXaHTk

Ms. Runyon called the meeting of the Tourism Committee to order at 11:53 a.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. Crocitto, seconded by Ms. Turner and carried by a unanimous vote of those present (*Mr. Merlino absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

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

Moving on to the Action Agenda/New Business Items with the following requests:

1. For a new contract with Rove Marketing, Inc. in an amount not to exceed \$55,600 to purchase subscription of data for inclusion into the Destination Insights Platform, over a term to commence upon contract execution and terminate December 31, 2026.

Mr. Merlino entered the meeting at 11:55 a.m.

2. For a new contract with Rove Marketing, Inc. in an amount not to exceed \$98,300 to purchase data sets and dashboard reporting specifically for the Lake George area, over a term to commence upon contract execution and terminate December 31, 2026.
3. For a new contract with New York Welcomes You, Inc. in an amount not to exceed \$39,495 to participate in its marketing program including, but not limited to, travel guide distribution services, destination features at major market shows and events, and inclusion in billboard advertisements, over a term to commence upon contract execution and terminate March 31, 2026, with an option to extend for two additional one-year terms.

4. For a new contract with Famous Destination Marketing, Inc. in an amount not to exceed \$49,975 for a multi-faced promotional campaign, over a term to commence upon contract execution and terminate March 31, 2026.

Motion was made by Mr. Strainer and seconded by Ms. Turner to approve the requests as outlined above; following discussion, Ms. Runyon called the question and the aforementioned motion was carried unanimously, thereby authorizing the necessary resolutions for the March 21st Board Meeting. *Copies of the resolution request forms are on file with the minutes.*

Next, the agenda review proceeded with an overview of the Discussion Items section, which included the following:

1. Tourism Director Report - a video highlighting the area as a fall destination was displayed.

Privilege of the floor and public comments were called for:

Gary Thornquist, *Lake George RV Park*, spoke regarding occupancy and how it had not increased throughout the County; he also cited concerns with heavily marketing towards Canadian tourism given the current political climate and the possibility of boycotts against the United States.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strainer and seconded by Mr. Strough, Ms. Runyon declared the meeting adjourned at 12:19 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist