

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: MAY 21, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: RUNYON
STRAINER
CROCITTO
STROUGH
MERLINO

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: GERACI
TURNER

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
JOHN TAFLAN, COUNTY ADMINISTRATOR

AMANDA ALLEN, CLERK OF THE BOARD

RYAN DICKEY, FIRST ASSISTANT COUNTY ATTORNEY

SUPERVISORS BRUNO

ETU

GILLIGAN

PATCHETT

WILD

TAMMIE DeLORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

ETHAN GADDY, COUNTY PLANNER

CHRISTINE NORTON, COUNTY TREASURER

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

ED LARKIN, SR. VICE PRESIDENT, HOOD COMMUNICATIONS

JESSE JACKSON, LAKE GEORGE TV

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

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the May 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=YxDoYnKdk-Y>

Ms. Runyon called the meeting of the Tourism Committee to order at 11:45 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 Mr. Strainer and carried by a unanimous vote of those present (*Mr. Geraci and Ms. Turner 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:

Ethan Gaddy, *County Planner*, apprised an initiative for an Outdoor Recreation Economy Strategic Plan that had been worked on for two years, which could be viewed on the Warren County website. He had a flyer he would make available, which outlined the plan.

The meeting commenced with a review of the Discussion Items portion of the agenda, which included an update on the following item:

1. Tourism Director Report. A Power Point Presentation was provided entitled "Lake George Area Brand Discovery & Research Insights"; *a copy of the presentation is on file with the minutes.*

Privilege of the floor and public comments were called for:

Jesse Jackson, *Lake George TV*, indicated the next step was to take the information that had been gathered and develop a creative strategy.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough and seconded by Mr. Strainer, Ms. Runyon declared the meeting adjourned at 12:21 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist