

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JULY 21, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: RUNYON
GERACI
STRAINER
CROCITTO
MERLINO

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: TURNER
STROUGH

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
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 BRUNO
PATCHETT
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
ROBERT FLACKE, FORT WILLIAM HENRY CORPORATION
CHRISTINE NORTON, COUNTY TREASURER
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

Please note, the following contains a summarization of the July 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=aXs2KZaNicE>

Ms. Runyon called the meeting of the Tourism Committee to order at 11:20 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. Geraci and carried by a unanimous vote of those present (*Ms. Turner and Mr. Strough 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 a request to amend the current contract with Cenergy Studios, LLC d/b/a FourthIdea to change the commencement date from May 13, 2025 to January 1, 2025.

Motion was made by Mr. Strainer and seconded by Mr. Geraci to approve the request as outlined above; following discussion, Ms. Runyon called the question and the motion was carried by a unanimous vote of those present (*Ms. Turner and Mr. Strough absent*), to approve the request as outlined above and the necessary resolution was authorized for for the August 15th Board Meeting. *A copy of the resolution request form is on file with the meeting minutes.*

Next, privilege of the floor and public comments were called for:

Mr. Strainer commended the Tourism Department for their efforts, noting the radio advertisements for the "Rock the Dock" event mentioned Warren County as a sponsor which was something the Committee had previously requested. He added the television advertisements had also improved significantly.

Mr. Geraci thanked the Director of Tourism and the County Administrator for compiling a more accurate report regarding the number of Canadian citizens traveling to Warren County in response to his concern expressed at the July 18th Board Meeting pertaining to a report on a local news station that indicated the tariffs placed on Canadian products had negatively

impacted tourism here.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strainer, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Ms. Turner and Mr. Strough absent*), Ms. Runyon adjourned the meeting at 11:23 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board