

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: DECEMBER 1, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: GERACI
STRAINER
CROCITTO
TURNER
STROUGH
MERLINO

COMMITTEE MEMBER ABSENT:

SUPERVISOR: RUNYON

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD

RYAN DICKEY, FIRST ASSISTANT COUNTY ATTORNEY

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS DRISCOLL

GILLIGAN

PATCHETT

WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

CHRISTINE NORTON, COUNTY TREASURER

MONICA STARK, DEPUTY COUNTY TREASURER

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

ROBERT FLACKE, FORT WILLIAM HENRY CORPORATION

SAM LUCIANO, FORT WILLIAM HENRY CORPORATION

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 December 1, 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=uR-f4tZsfgs>

In the absence of Committee Chair Runyon, Mr. Geraci, as Vice-Chair, called the meeting of the Tourism Committee to order at 10:30 a.m.

Motion was made by Mr. Strainer, seconded by Mr. Crocitto and carried by a unanimous vote of those present (*Ms. Runyon absent*) 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 and public comment was extended to the following:

Christine Norton, *County Treasurer*, provided a brief overview of occupancy tax collections which derived from hotel/motel reservations and short-term rentals. She advised the Committee of an issue she was working to rectify with NYSAC (*New York State Association of Counties*), the State and other Counties regarding VRBO providing lump sum quarterly sales tax payments for their properties which made it difficult to determine which of their properties these payments were associated with. Next, she stated she would be requesting that the Tourism Department and others involved with occupancy tax collections meet in the first quarter of next year to discuss the interest and penalties derived from late occupancy tax payments and whether this could be allocated to the Occupancy Tax fund rather than the General Fund Unappropriated Surplus. She said with the assistance of all interested parties she could complete an analysis to better determine the cost of administering occupancy tax within the County which she believed was greater than the \$230,000 that was currently allocated for this purpose. She concluded by indicating she believed they should look into charging

occupancy tax and sales tax on rooms reserved at not-for-profits such as Silver Bay YMCA and Wiawaka Center for Women, noting while not-for-profit entities were exempt from paying these taxes she did not believe the individuals who reserved rooms there should be.

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

- a. To rescind Resolution No. 356 of 2023, which authorized a contract with Simpleview, LLC for website consulting and license agreement for the Tourism Department's visitlakegeorge.com website due to Simpleview, LLC being acquired by Granicus, LLC.
- b. To authorize a new contract with Granicus, LLC for website consulting and license agreement for the Tourism Department's visitlakegeorge.com website in an amount not to exceed \$43,601.01 for a term commencing December 19, 2025 and terminating October 31, 2026.

Motion was made by Mr. Strough, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Ms. Runyon absent*) to approve Items a and b as presented and the necessary resolutions were authorized for the December 21st Board Meeting. *Copies of the resolution request forms are on file with the meeting minutes.*

- c. To authorize a transfer of funds in the amount of \$1,028.33 from Budget Code A.6417 0001 130, *Tourism/Salaries - Part-Time*, to Budget Code A.6417 0001 860, *Tourism - Hospitalization*, to cover a shortfall.
- d. To authorize a transfer of funds in the amount of \$1,000 from Budget Code A.6417 0001 130, *Tourism/Salaries - Part-Time*, to Budget Code A. 6417 0001 120, *Tourism - Overtime*, to cover overtime expenses for the remainder of the year.

Motion was made by Mr. Merlino, seconded by Ms. Turner and carried by a unanimous vote of those present (*Ms. Runyon absent*) to approve Items c and d as outlined above and refer sale to the Finance & Budget Committee. *Copies of the resolution request forms are on file with the meeting minutes.*

A review of the Discussion Items portion of the agenda proceeded with an overview of the following:

- a. Tourism Director Report; *a copy of which is on file with the meeting minutes.*

Privilege of the floor and public comment was extended to the following individuals:

Mr. Driscoll recognized Don Lehman, *Director, Public Affairs*, for the article he wrote that was featured in the Fall NYSAC News Magazine highlighting the annual Warren County end of summer event which recognized hospitality and retail workers within the County. A discussion ensued.

Mr. Wild spoke regarding ROI (*Return on Investment*) pertaining to occupancy tax funding, requesting that a broader analysis of international travel be provided in future Tourism Director Reports.

Mr. Strainer recognized Mr. Merlino for being an advocate for tourism within the County for over twenty years, noting he would be missed.

Mr. Merlino indicated the Tourism Department had made significant strides during his tenure on the Board which he was proud to have been involved with.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough, seconded by Mr Strainer and carried by a unanimous vote of those present (*Ms. Runyon absent*), Mr. Geraci adjourned the meeting at 11:12 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board