

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 20, 2026

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: TURNER
CROCITTO
STROUGH
RUNYON
GILLIGAN

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: BUTLER
SMITH

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
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
NATHAN ETU, BUDGET OFFICER

SUPERVISORS BRUNO
PATCHETT
STRAINER
WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS
FALLS
ED LARKIN, REPRESENTING LAKE GEORGE TV
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF
COMMERCE & CVB
GARY THORNQUIST, REPRESENTING LAKE GEORGE RV PARK
TONY HALL, *LAKE GEORGE MIRROR*
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

Please note, the following contains a summarization of the January 20, 2026 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=LPNjOguoYUw>

Ms. Turner called the meeting of the Tourism Committee to order at 11:00 a.m.

Motion was made by Mr. Crocitto, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Butler and Smith 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 for public comment was called for, but there was no one wishing to speak.

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

- a. To authorize an agreement with Adirondack Regional Tourism Council in the amount of \$48,222 for regional marketing services (Previous Resolution 479 of 2024).

Motion was made by Mr. Strough and seconded by Ms. Gilligan to approve the request as presented; following discussion, Ms. Turner called the question and the motion was carried by a unanimous vote of those present (*Messrs. Butler and Smith absent*) to approve the request as outlined above and the necessary resolution was authorized for the February 20th Board Meeting. *A copy of the resolution request form is on file with the meeting minutes.*

- b. To authorize a new contract with Wine, Waters and Wonders of New York State in an amount not to exceed \$30,000 to include the Lake George area in existing and new international marketing efforts for a term commencing January

1, 2026 and terminating December 31, 2027.

Motion was made by Ms. Runyon, seconded by Ms. Gilligan and carried by a unanimous vote of those present (*Messrs. Butler and Smith absent*) to approve the request as outlined above and the necessary resolution was authorized for the February 20th Board Meeting. *A copy of the resolution request form is 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 Year in Review 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. Wild requested that the Tourism Director provide him with the measuring tools utilized to determine the effectiveness of marketing in terms of enhancing and expanding the County's tourism economy.

Ed Larkin, *Representing Lake George TV*, clarified that Lake George TV was a connected television platform.

Gary Thornquist *Representing Lake George RV Park*, inquired what the audio portion was the Tourism Director referred to in her Year in Review Report and Heather Bagshaw, *Director of Tourism*, responded she was referring to digital platforms including radio and podcasts. She stated she would provide Mr. Thornquist with a listing of all of the digital platforms they utilized, as well as their subscriber demographics. Next, he requested that Ms. Bagshaw provide him with the cost of distribution of the 2026 Warren County Travel Guide. In conclusion, he asked whether the Tourism Department could randomly switch up how businesses were listed on their website rather than having them listed in alphabetical order and Ms. Bagshaw replied she would contact their website provider to inquire whether this was possible.

Amy Collins, *Tourism & Business Coordinator, City of Glens Falls*, recognized the Tourism Department for their marketing efforts, noting she had recently met a few new visitors to the region while she was skiing at Gore Mountain who indicated they were staying at an AirBnB in the Town of Athol, New York.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Messrs. Butler and Smith absent*), Ms. Turner adjourned the meeting at 11:37 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board