

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: MARCH 23, 2026

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: TURNER
CROCITTO
STROUGH
RUNYON
GILLIGAN

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: BUTLER
GOODSPEED

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

NATHAN ETU, BUDGET OFFICER

SUPERVISORS DIAMOND

PATCHETT

STRAINER

WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR

CHRISTINE NORTON, COUNTY TREASURER

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

LAURA KOHLS, REPRESENTING COURTYARD MARRIOTT/MARINE VILLAGE

CRAIG LEGGETT, REPRESENTING NORTH WARREN CHAMBER OF COMMERCE

MEGAN SEELEY, ASSOCIATE DIRECTOR, LAKE GEORGE CHAMBER OF COMMERCE & CVB

GARY THORNQUIST, REPRESENTING LAKE GEORGE RV PARK

SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

Please note, the following contains a summarization of the March 23, 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=7om4RWs8fVk>

Ms. Turner called the meeting of the Tourism Committee to order at 11:30 a.m.

Motion was made by Mr. Crocitto, seconded by Mr. Strough and carried by a unanimous vote of those present (*Messrs. Butler and Goodspeed 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 which included the following request:

- a. To amend the contract with Rove Marketing, Inc. to increase the amount not to exceed in 2026 from \$29,550 to \$31,114.

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 Goodspeed absent*) to approve the request as presented and the necessary resolution was authorized for the April 17th 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 Report - Heather Bagshaw, *Director of Tourism*, proceeded to provide a brief summary of the RFP (*Request for Proposal*) for a subscription with a data provider for next year which would encompass data regarding mobile, STR, short-term rentals and hotels and provide different costs for each of the frequencies being considered to ensure one was selected to purchase based upon the frequency and cost. She apprised the next part of the RFP consisted of selecting a dashboard, noting the current provider was Rove Marketing, Inc., but the contract was ending at the end of the year. She said this would allow the Tourism Department to determine what they needed to provide better reporting to local businesses, as well as to realize a better return on investment for the programs the Tourism Department was administering. In addition, she stated they were also going to include the Tourism Department's website within the RFP to provide demographics to determine the planning time for different seasons and/or events, as well as what the return on investment was for the marketing handled by their Department. She further explained through this one dashboard the Tourism Department would be able to own the data that was collected through the marketing pixels. She apprised developing and finalizing the RFP would take up to five months and another month to review the responses to ensure they selected the appropriate provider based upon the needs, with plans on commencing the contract next year. She noted although the RFP would include all of the items mentioned above, the providers would be permitted to bid on the entire RFP or only the portions they were interested in.

Next Ms. Bagshaw announced the Spring Tourism Seminar would be held in conjunction with the Lake George Regional Chamber of Commerce & CVB on April 12th from 9:00 a.m. until noon at the Northwest Bay Conference Center.

In conclusion, Ms. Bagshaw provided an overview of the visitors study being conducted by Josiah Brown of "Destination Sherpa", apprising Mr. Brown had completed all of his shopping episodes throughout the County during all of the seasons, with the next step being one-on-one in groups in April with areas business owners at the Warren County Municipal Center. She stated following this, Mr. Brown would compile a presentation which she would utilize for a recommendation for the proposed departmental budget for 2027 for Tourism.

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

Gary Thornquist, *Representing Lake George RV Park*, commended Ms. Bagshaw for the email she distributed to local business owners that included some helpful information and he encouraged the Tourism Department to continue to interact with local businesses on a regular basis.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Strough, seconded by Mr. Crocitto and carried by a unanimous vote of those present (*Messrs. Butler and Goodspeed absent*), Ms. Turner adjourned the meeting at 11:44 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board