



**Tourism Committee
Warren County Tourism Department
AGENDA
March 2, 2020**

Committee Members:

E. Merlino, Chairman
D. Dickinson
E. Frasier
J. Diamond
B. Driscoll
A. Hogan
M. Wild

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- I. Committee meeting called to order by Chairman Merlino.
 - II. Motion to approve minutes of November 19, 2019 Tourism Committee Meeting.
 - III. Action Items
 - Resolution Request
 - a. **Request to** authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services.
Rationale: Warren County supports the Region's marketing efforts through the use of NYS Matching Funds; the regional program includes digital and social media, website, email marketing, public relations, video production and market research.
Attachment #1
 - b. **Request to** amend the County Credit Card Policy to allow a card to be used exclusively by the Tourism Department in the amount of \$50,000. If approved by the Tourism Committee, request will be forwarded to the Finance Committee.
Rationale: The Tourism Department would like to shift additional social media and digital advertising dollars away from our contract vendor and into the department.
Attachment #2
 - c. **Request to** Amend Resolution No. 399 of 2019 to add NYC Sales Exchange to the 2020/21 Group Tour/Travel Trade Show Schedule.
Rationale: To meet with 30+ New York City based receptive operators whose clients are inbound international travelers.
Attachment # 3

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 3/2/20

- (a) Purpose of Request: to continue the contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services

- (b) Details: Warren County supports the Region's marketing efforts through the use of NYS Matching Funds. Funding supports a Regional Marketing program that includes digital and social media, website, email marketing, public relations, video production and market research.

- (c) Previous Resolution Number: Res# 73 of 2019

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 470 - Tourism-Contract Business Promotion \$150,000

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 73 OF 2019

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, STROUGH, FRASIER, WILD, GERAGHTY, DIAMOND, HOGAN AND DRISCOLL

EXTENDING AGREEMENT WITH THE ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES

RESOLVED, that Warren County continue the contractual relationship, (the previous agreement being authorized by Resolution No. 86 of 2018), with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, in an amount not to exceed One Hundred Sixty-Two Thousand One Hundred Twenty Dollars (\$162,120), for a term commencing January 1, 2019 and terminating December 31, 2019, and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute said extension agreement in a form approved by the County Attorney with funding to be paid from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 3/2/20

- (a) Purpose of Request: amend the existing County Credit Card Policy to allow a card to be used exclusively by the Tourism Department in the amount of \$50,000. If approved by the Tourism Committee, request will be forwarded to the Finance Committee.

- (b) Details: The Tourism Department would like to shift additional social media and digital advertising dollars away from our contract vendor into the department.

- (c) Previous Resolution Number: Res# 133 of 2019

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 481, Tourism- Promotion as needed

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION No. 133 OF 2019

RESOLUTION INTRODUCED BY SUPERVISORS SOKOL, SIMPSON, MERLINO, DICKINSON, STROUGH, BEATY, FRASIER, MCDEVITT, GERAGHTY, BRAYMER AND HYDE

ADOPTING REVISED CREDIT CARD POLICY FOR WARREN COUNTY

WHEREAS, the Board of Supervisors adopted the Credit Card Policy for Warren County by Resolution No. 222 of 2015, which was subsequently amended by Resolution No. 460 of 2015, and

WHEREAS, the County Administrator has requested revisions to said Credit Card Policy to authorize an additional credit card in the name of the Clerk of the Board with a monthly limit of Thirty Thousand Dollars (\$30,000) to be used exclusively by the Tourism Department, as well as to eliminate Section IV(B) of the Credit Card Policy as it is no longer applicable, and

WHEREAS, the Finance Committee has reviewed the changes requested by the County Administrator and has recommended that the same be advanced to the full Board of Supervisors for consideration, now, therefore, be it

RESOLVED, that the Credit Card Policy for Warren County annexed hereto along with Schedules "A-F", be and the same is hereby adopted as the official Credit Card Policy for Warren County, and be it further

RESOLVED, that any and all prior Credit Card Policies, Resolutions or parts thereof inconsistent with the annexed Credit Card Policy for Warren County are hereby repealed effective March 15, 2019.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 3/2/20

- (a) Purpose of Request: to add NYC Sales Exchange to 2020/21 Group Tour/Travel Trade Show Schedule

- (b) Details: To meet with 30+ New York City based receptive operators whose clients are inbound international travelers.

- (c) Previous Resolution Number: Resolution # 399 of 2019

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 481, Tourism Promotion - \$1,795.00

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

VISIT THE

 Lake George Area
 IN NEW YORK'S ADIRONDACKS

Warren County Tourism Department
 2020/21 Group Tour/Travel Trade
 Show Schedule

Group Travel Leads are provided free of charge from the following shows:

| <u>LOCATION</u> | <u>ASSOCIATION</u> | <u>DATES</u> | <u>Market</u> |
|------------------------|-------------------------------|---------------|---------------|
| Omaha, NE | American Bus Association | Jan 10-14 | D |
| Baltimore, MD | American Bus Association 2021 | Jan 29-Feb 2 | D |
| Las Vegas, NV | International Pow Wow | May 30-June 4 | I |
| New York City | RTO Summit East | April 15-16 | I |
| New York City | NYC Sales Exchange | July 15 | I |
| Trois Rivieres, CANADA | Bien Venue Quebec | Oct 26-28 | I |
| Reno, NV | National Tour Association | Nov 8-11 | D |

*All 2020 Tour Operator Appointment-based formats

*D=Domestic I=International