

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: MARCH 2, 2020

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
FRASIER
DRISCOLL
HOGAN
STROUGH
WILD

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PAUL TACKETT, ASSISTANT TOURISM COORDINATOR
TANYA BRAND, GROUP TOUR PROMOTER
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
FRANK E. THOMAS, CHAIRMAN OF THE BOARD
AMANDA ALLEN, CLERK OF THE BOARD
ROBERT TERWILLIGER, FIRST ASSISTANT COUNTY ATTORNEY
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
KEVIN B. GERAGHTY, BUDGET OFFICER
SUPERVISOR MAGOWAN

REPRESENTING THE LAKE GEORGE CHAMBER OF COMMERCE AND CVB

GINA MINTZER, EXECUTIVE DIRECTOR
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES
DIRECTOR
ED MOORE, ADIRONDACK CIVIC CENTER COALITION BOARD MEMBER
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR,
CITY OF GLENS FALLS
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION
SAM LUCIANO, FORT WILLIAM HENRY
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the March 2, 2020 meeting of the Tourism Committee; the meeting in its entirety can be viewed on the Warren County website using the following link:
<https://www.warrencountyny.gov/gov/comm/Archive/2020/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 11:45 a.m.

Motion was made by Mr. Driscoll, seconded by Mr. Dickinson and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Before commencing the agenda review, Mr. Merlino advised he had been working with Joanne Conley, *Director of Tourism*, on creating a Tourism Advisory Group which would work with the Tourism Department and attend Tourism Committee meetings to provide opinions and advisements in a positive manner to the Committee, but would have no voting power. He said he would like the Committee to advance a resolution creating the Tourism Advisory Group and appointing Sam Luciano, *of the Fort William Henry*, Ed Moore, *of the Adirondack Civic Center Coalition*, and Mark Behan, *of Behan Communications*, to serve as members of the Group for the remainder of 2020, at which point the Committee would re-evaluate and determine whether the Advisory Group would continue. A brief discussion ensued.

Mr. Wild entered the meeting at 11:47 a.m.

Motion was made by Mr. Dickinson, seconded by Mrs. Frasier and carried unanimously to approve a resolution establishing the Tourism Advisory Group and appointing members to same, as outlined above, for presentation at the March 20th Board Meeting.

Commencing the agenda review, Ms. Conely presented the following requests:

- a. To continue the contract with the Adirondack Regional Tourism Council, for regional marketing services, in the amount of \$150,000.

Following some discussion, a motion was made by Mr. Dickinson, seconded by Mrs. Frasier and carried unanimously to approve the request and the necessary resolution was authorized for the March 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To amend the County's Credit Card Policy to increase the amount of the card used exclusively by the Tourism Department from a limit of \$30,000 per month to \$50,000 per month to allow for the shifting of additional social media and digital advertising dollars away from the contract vendor and into the Department.

Motion was made by Mr. Dickinson, seconded by Ms. Hogan and carried unanimously to approve the request and forward same to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

- c. To amend Resolution No. 399 of 2019, *Authorizing Attendance at 2020 In-State and Out-of-State and Canadian Motorcoach and International Trade Shows/Sales Blitzes/Marketplaces/Conferences by Tourism Department Personnel*, to add the New York City Sales Exchange.

Motion was made by Mr. Dickinson, seconded by Ms. Hogan and carried unanimously to approve the request and the necessary resolution was authorized for the March 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Ms. Conley presented a Power Point presentation entitled "The Original Vacation is Calling", during which she answered question posed by the Committee; *a copy of the presentation is on file with the meeting minutes.*

Finally, Tanya Brand, *Group Tour Promoter*, presented a Power Point presentation entitled "Travel Trade 2019 Recap and 2020 Outlook" which she reviewed in detail and answered questions posed by the Committee; *a copy of the presentation is on file with the meeting minutes.*

There being no further business to come before the Tourism Committee, on motion made by Mr. Dickinson and seconded by Ms. Hogan, Mr. Merlino adjourned the meeting at 12:46 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist