

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: OCTOBER 26, 2020

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
 DICKINSON
 FRASIER
 DIAMOND
 DRISCOLL
 HOGAN
 WILD

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
 JOANNE CONLEY, DIRECTOR
 LEISA GRANT, PRINCIPAL ACCOUNT CLERK
FRANK E. THOMAS, CHAIRMAN OF THE BOARD
RYAN MOORE, COUNTY ADMINISTRATOR
MARY ELIZABETH KISSANE, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
KEVIN B. GERAGHTY BUDGET OFFICER
SUPERVISORS BEATY
 BRAYMER
 LEGGETT
 MAGOWAN
 MCDEVITT
 SEEBER
 SIMPSON
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
ROBERT IUSI, DIRECTOR OF PROBATION
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
TOSHA BROWNELL, COMPUTER HELP DESK TECHNICIAN
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the October 26, 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/>

Note: As per Governor Cuomo’s Executive Order 202.1: “Article 7 of the Public Officers Law, to the extent necessary to permit any public body to meet and take such actions authorized by the law without permitting in public in-person access to meetings and authorizing such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed”. All of the Committee members in attendance participated via video or teleconference except for Supervisors Merlino, Frasier and Diamond who were physically present.

Mr. Merlino called the meeting of the Tourism Committee to order at 11:31 a.m.

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

Copies of the Tourism agenda were distributed to those in attendance and those participating virtually accessed the agenda via the Warren County website; *a copy of the agenda is on file with the meeting minutes.*

Privilege of the floor was extended to Joanne Conley, *Tourism Director*, who commenced the agenda review with a request to authorize an agreement with Smith Trend Research (*STR, LLC*) in an amount not to exceed \$5,760 for 2021 hotel occupancy reports.

Motion was made by Mrs. Frasier, seconded by Mr. Diamond and carried unanimously to approve the request and the necessary resolution was authorized for the November 20th Board meeting. *A copy of the resolution request form is on file with the minutes.*

A brief discussion ensued in regards to the data contained in the STR reports.

Proceeding to the Items for Discussion portion of the agenda, Ms. Conley provided an overview of the Bid Tabulation Sheets provided in the agenda packet which outlined the responses received for broadcast and digital media buying services for the Warren County Tourism Department. She stated this year fifteen bids had been received, but noted that in past years they usually received far less. Ms. Conley pointed out the lowest bid submitted was from Lake Placid Advertisers Workshop, Inc., the company the Tourism Department had contracted with for the last four years, and she requested direction from the Committee on how they would like to proceed with awarding the bid.

Following a lengthy discussion, a motion was made by Mr. Diamond, seconded by Mrs. Frasier and carried by majority vote, with Mr. Wild voting in opposition, to authorize a new contract with Lake Placid Advertisers Workshop, Inc. in an amount not to exceed \$1,250,000 for broadcast & digital media buying services for the Warren County Tourism Department (*WC 45-20*) for a term commencing January 1, 2021 and terminating December 31, 2021 and the necessary resolution was authorized for the November 20th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Continuing with the agenda review, Ms. Conley apprised Mr. Wild had requested the Tourism Department expend \$3,500 for a report from Smith Trend Research which would identify other counties with a similar tourism season that had successfully expanded their tourism economy year round; she inquired if it was the pleasure of the Committee to authorize a contract for the project. A lengthy discussion ensued in regards to what results the project would produce and if the results would increase tourism for Warren County, compared to just recognizing what Counties had been successful; it was the consensus of the Committee to hold off on spending funds for the project and to instead use free resources to obtain this information.

Finally, Ms. Conley apprised she had been active in both the Economic Recovery Task Force as well as its associated Hospitality and Communications offshoot, which she indicated consumed a considerable amount of her time. She stated she would continue her participation in both groups if it was the Committee's pleasure for her to do so, even though she felt her time could be better spent concentrating on the Tourism Department. A lengthy discussion on the matter ensued, at the conclusion of which a motion was made by Ms. Hogan, seconded by Mrs. Frasier and carried unanimously to introduce a three-member advisory panel which will serve as consult to the Tourism Committee, with the members to be determined, and to recommend the same to the Occupancy Tax Coordination Committee.

Ms. Seeber advised there were other old advisory groups in place and she recommended the Committee make a motion to disband them in favor of the three-member advisory panel. A motion was made by Mr. Dickinson, seconded by Ms. Hogan and carried unanimously to disband all existing tourism-related advisory groups appointed by the County in favor of a three-person advisory panel which will serve as consult to the Tourism Committee, and the necessary resolution was authorized for the November 20th Board meeting.

As there was no further business to come before the Tourism Committee, on motion made by Mrs. Frasier, seconded by Mr. Dickinson and carried unanimously, Mr. Merlino adjourned the meeting at 12:32 p.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board